



WHITE LEGHORN ROOSTER

LIFE

APRIL 26, 1937

10 CENTS

CONTRASTS IN



COLOR Martex bath towels, famous for beautiful colors, designs and long-life underweave, are supplied only by Wellington Sears Company, to leading department stores and linen shops. They are known the world over as the standard by which all bath towels are judged.

WHITE Wellington Sears' Cotton fabrics are converted into the spotless uniforms furnished for professional and industrial requirements throughout the U.S.A. by the Linen Supply Industry.



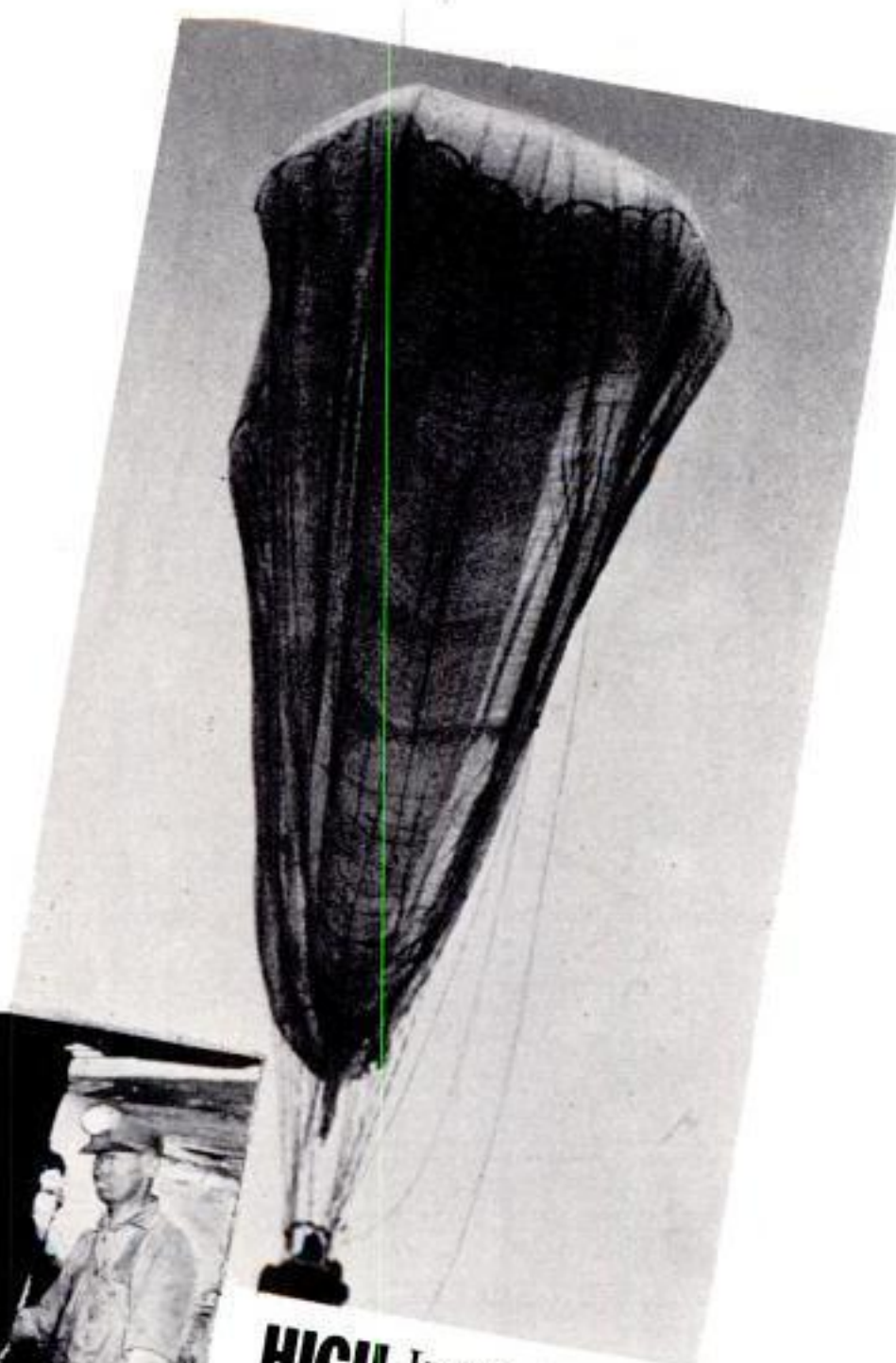
WELLINGTON SEARS

COTTON

LOW In making ore the conveyor belts used in mines, hundreds of feet below the earth's surface, leading rubber companies use Wellington Sears' heavy belting ducks extensively.



HIGH In construction of the Stratosphere Balloon which soared to the greatest height ever reached by man, 13.7 miles, the Goodyear Zeppelin Corp. used three Wellington Sears' aeronautical fabrics.



DRY Playing fields are kept dry with tarpaulins made of Wellington Sears' water-repellent and mildew-resistant fabrics by Canvas Goods Mfrs.



WET For filtering sugar, soaps, paints, oils and chemicals, Wellington Sears' 3000 different filter fabrics catch the solids while they let the liquids pass through.



WIDE Laundry machinery often requires cotton ducks as much as ten feet wide. Wellington Sears' laundry ducks are standard in this field.



NARROW Typewriter ribbon manufacturers require a specially fine, evenly woven fabric which is cut to narrow widths. Wellington Sears supplies them with much of this fabric.

These few photographs will help you visualize the startling variety of uses for cotton fabrics in the products and processes of American life.

Wellington Sears Company markets the output of 17 mills, each specializing in a particular range of fabrics, totaling the enormous number of 25,000 different constructions, widths, weights and colors. Centralized engineering, laboratory and research facilities enable us to

work with purchasing agents and engineers in the development of special fabrics for special purposes. Our regular line includes all the standard constructions of Numbered Ducks, Army Ducks, Single and Double Filling Ducks, Osnaburgs, Sheetings, Twills, Jeans, etc. required in the normal processes of industry. We have solved fabric problems for many industries. Perhaps we can solve one for you.

COMPANY 65 WORTH ST., NEW YORK, N. Y.

This One



3ZEK-Q04-SKH6

How much car do you need?

DRIVE A BUICK AND SEE!



MAYBE during the tight times you had yourself half-sold that the lowest-priced cars give a man all he really needs in an automobile.

The simplest way to test that theory is to sink yourself down in the big comfortable driving seat of a sparkling new Buick and let this magnificent car do its stuff.

In about a minute you'll discover there's an altogether different "feel" in the handling of this lithe, quiet, steady, sensational performer — a feel that's half-part thrill and half-part security.

No automobile you have ever owned has prepared you for the beautiful combination of ease,

mobility, flashing action and obedient control that now is ready under your hands.

You move into the traffic stream and you find yourself riding the crest of that tide in a mechanism as sensitive and maneuverable to the touch as a polo pony.

You hit the open road and you find uphill and downdale carpeted with comfort, the stiffest climb a romp, the sharpest curve an even-keeled swing, the longest run a recreative exercise.

You give this agile car the gun and that great oil-cushioned valve-in-head straight-eight engine swoops you to blurring swiftness with a suddenness to take your breath away. Toe-touch the big hydraulics and you stroke down slow with the gentleness of a child falling asleep.

How much car do you need? Drive a Buick and see! Somewhere among Buick's twenty-two new models your question will find glorious answer.

NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES

- ★ VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE
- ★ ANOLITE PISTONS
- ★ AEROBAT CARBURETOR
- ★ SEALED CHASSIS
- ★ TORQUE-TUBE DRIVE
- ★ UNISTEEL BODY BY FISHER
- ★ TIPTOE HYDRAULIC BRAKES
- ★ KNEE-ACTION COMFORT AND SAFETY
- ★ "HIGH OUTPUT" GENERATOR
- ★ JUMBO LUGGAGE COMPARTMENTS
- ★ DOUBLE STABILIZATION
- ★ SAFETY GLASS



BIG NEWS FOR BIG FOLKS — You don't have to crowd or to squeeze to get into or out of a 1937 Buick. Door sills are lower — doors on the lowest priced four-door Buick sedan are 43½" wider, 2¾" higher — step in comfortably and make yourself at home. And this is only one way in which these new Buicks are bigger and better than ever!

"It's Buick again!"

YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR

IN BRIEF

AMERICA demanded its news—in brief. And a great news weekly was born. ★ It demanded its articles—in brief. And a great monthly digest sprang to life. ★ Now America demands a *general magazine*—in brief. ★ So on this 23rd day of April, another great magazine first sees the light of publication. ★ Ladies and gentlemen, we give you—American CAVALCADE! Read CAVALCADE. You will find it different from all other magazines. Everything in it is brief, crisp, new. It is a magazine with an individuality. ★ It is printed in the popular pocket size. ★ It is illustrated profusely in color.

★ ★ ★

More important than all, its table of contents reads like the Who's Who of American magazine literature. This unprecedented list of illustrious contributors will be found in the first issue:

| | | |
|----------------|---------------------------|----------------|
| LUCIAN CARY | WILLIAM HAZLETT UPSON | WALLACE IRWIN |
| LOIS MONTROSS | FREDERICK IRVING ANDERSON | GILBERT SELDES |
| RIAN JAMES | VALENTINE WILLIAMS | RUPERT HUGHES |
| ALEX YOKOL | ALBERT PAYSON TERHUNE | LEONARD NASON |
| FLETCHER PRATT | REINALD WERRENATH | JACK DEMPSEY |

Buy CAVALCADE today. You will find it just what you want. Current. Absorbing. Fresh. The happy combination of quality and popular appeal. Easy to read because of its brevity. Hard to drop because of the variety of contents.

**All Original
Stories and Articles,
Color Illustrated**



DO YOU KNOW: That a conservative element in England saw to it that the news about Mrs. Simpson and King Edward VIII "broke" in this country first? . . . That a Canadian hangman says he found a peculiar line on the hands of every man he hanged? . . . That it is hard for scenario writers in Hollywood to make both ends meet on fifteen hundred dollars a week? . . . That Jack Dempsey picks a comparatively little known heavyweight as the toughest man he ever fought? . . . That it is impossible for young men without high education to become air pilots in this country? . . . That Washington is the main stamping ground and gathering place of international spies? . . . These are some of the most interesting points developed in the articles in the first issue of American CAVALCADE.

AMERICAN

CAVALCADE

OUT TODAY—ALL NEWSSTANDS

25¢



Father Hubbard, the Glacier Priest, says, "I consider Agfa Plenachrome Film the best film on the market. It has everything that any other film has plus qualities of its own possessed by no other film." Father Hubbard must use a film he can depend on under

any conditions. Plenachrome is this kind of film. Its extra margin of quality enables us to offer you every roll with the guarantee of "Pictures that Satisfy or a New Roll Free." *Made by Agfa Ansco Corporation in Binghamton, New York.*



AGFA FILM



"OUR ELGIN STORY BEGINS WITH A COLLEGE GIRL OF 1886"

writes charming VERONESE BEATTY *of Chicago*

● Bustles were the fashion. So were high-wheeled bicycles. Brooklyn Bridge was the wonder of the world... and there wasn't a single golf course in America!

It was 1886... the year Veronese Beatty's grandmother was a college freshman and first wore an ELGIN watch.

Today charming Miss Beatty counts many an ELGIN owner in this family whose ancestors fought at Bunker Hill. "Grandmother was not alone in her preference," she declares. "Seven of us have chosen ELGINS and carried on the family tradition."

So often it happens this way. The ELGIN tradition once begun flourishes through

generations. "And it's no wonder," you will say when you inspect the newest ELGINS.

Note the gracious air they have about them... their rich, modern charm. See how cleverly they enhance the smartest costume!

ELGINS alone are created by the perfect partnership of craftsmen and scientists. Each is flawless... honest in workmanship... timed for accuracy to the standard of the stars by an electrical device, developed in cooperation with ELGIN craftsmen. The quality of every case is plainly marked.

ELGINS of 15 jewels or more are priced at \$25 to \$500. Other beautiful models range from \$17.50. Slightly higher in Canada.

★ **ELGIN** ★
MARK OF AMERICAN LEADERSHIP
SINCE 1865



TWO "FIRSTS", many a second prize and honorable mention have gone to Miss Beatty for her sculpture. She has several times exhibited at the Chicago Art Institute

"WILD BEE" takes a hurdle with Veronese Beatty up. Miss Beatty rides with the Longmeadow Hunt. She has won a number of ribbons in the hunter class



A FAST GAME of squash racquets. "A liking for sports, too, is traditional with us," says Miss Beatty, "almost as traditional as our liking for Elgin watches."



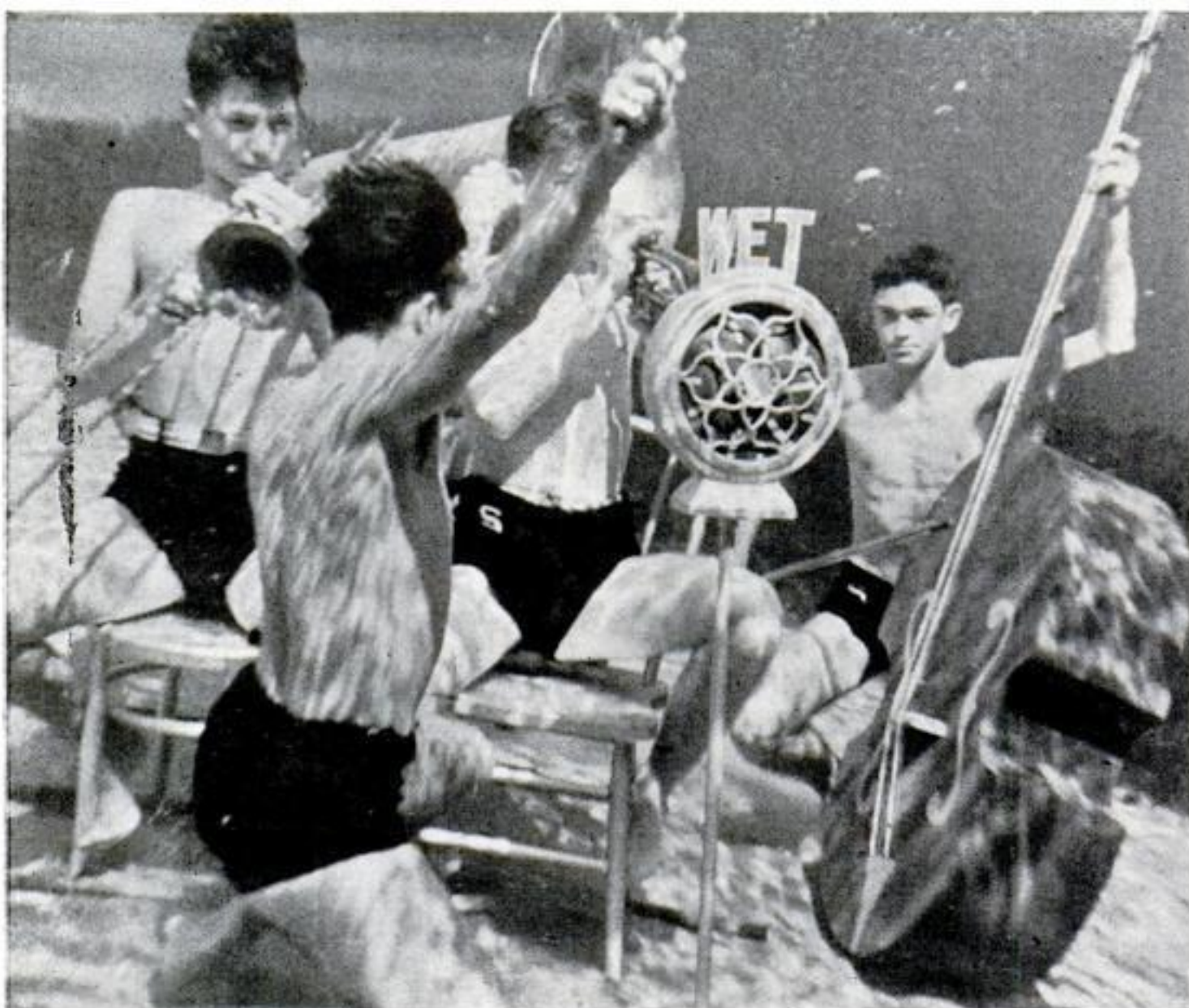


The most interesting industry in Ocala, Fla., is the filming of underwater movies. On these pages are shown stills from a Grantland Rice-Paramount Sportlight movie short called *An Underwater Romance* which was filmed in the clear waters near Ocala. It was made a few months ago and has since mystified many movie-goers. Some can't understand how the movie could be made underwater. Others just don't believe that it was made underwater. But the film is no fake. The actors actually play their parts under eight feet of water, staying under for about a minute at a time. They always rehearse their parts once on dry land and once underwater before final shooting.

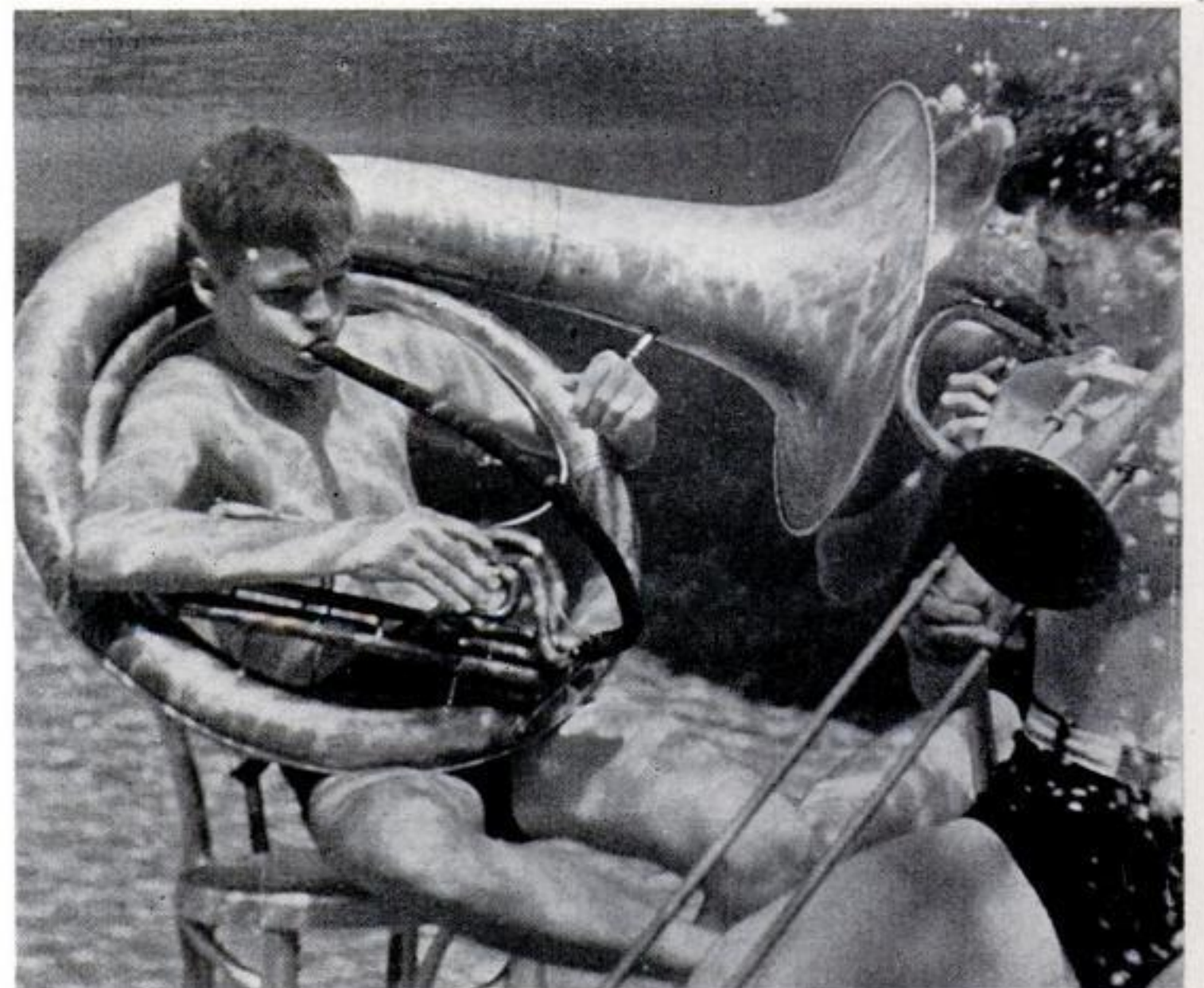
Most of the action in *An Underwater Romance* takes place in the fictitious Silver Fizz Night Club, through whose entrance (above) the actors are swimming. The action is photographed by a cameraman who sits in a submerged tank, shoots his scenes through a big plate-glass window.

SPEAKING OF PICTURES . . .

. . . THIS IS AN UNDERWATER MOVIE



The band strikes up but never blows because the actors have little air in their lungs. They exhale before they settle down. This makes them less buoyant. The big bull fiddle above has weights to keep it from floating away but sometimes the fiddler's bow slips out of his hand and bounces to the surface. This is considered comic relief.



The young tuba player above is anchored down very securely by his big horn. Hardest part of underwater acting is not swimming but staying underwater quietly and naturally. This is done by relaxing and taking everything very easy. The actors are mostly students from Ocala High School, trained for underwater work by an expert named Newton Perry.



The young couple seated at the night-club table (above) ordering a drink from the bartender make up the love interest in the plot. This boy and girl are not high-school students like most of the other actors. She is Florence Wimple, a bathing beauty who was once Miss Philadelphia. He is George Saltman who swims for the University of Florida.



The bartender mixes a drink but when he opens the cocktail shaker the only thing that comes out is a big blob of froth and a lot of bubbles. The bartender is Newton Perry, who coaches the actors in the art of underwater swimming. An Ocala boy, he learned underwater swimming as a child, later earned a great reputation playing college water polo.



The girl powders her nose. All she sees in the mirror is a vague and shimmering reflection. Keeping the eyes open is one of the earliest and most difficult things to learn. Expert swimmers can do stunts like eating, drinking, talking, swimming, even crying.

This is not an adagio dance at the right. It is the boy and girl trying to dance cheek to cheek and having a very hard time keeping their balance. Buoyancy of their bodies makes it very difficult for actors to stand up straight, more difficult to dance.



The apache dance looks very real underwater. The man can swing his partner around by her hair in the best apache style and when he flings her away with great abandon, she simply floats gracefully off. The whole act has a slow-motion effect.



**"I WOULDN'T
HAVE HER JOB..**

*Not for a
Million
Dollars"*

Ofcourse you wouldn't, for it's foreign to your experience . . . but this confident little lady has no fear with the *plus-protection* of those four bewildering chair legs.

Every day, however, you and countless thousands of other motorists blithely drive at 40, 50 and 60 miles an hour *WITHOUT plus-protection* where you need it most . . . in the blow-out zone.

The new Fisk Tires give you this invaluable *PLUS-Protection* at no extra cost. With a special Anti-Friction cord fabric in every ply . . . plus the Fisk patented methods of construction, Fisk is a more flexible tire. Heat—*rubber's greatest enemy*—generated by the usual "hinging" action in tire sidewalls, is greatly reduced. Actual tests prove that tires built with Fisk Anti-Friction Cord run 15% cooler at 40 miles per hour than tires containing the conventional cord fabric with cross-threads.

Why invite blow-outs when you can have *PLUS-Protection* in the Blow-out Zone . . . *offered exclusively by Fisk* . . . for the same price?

THE FISK TIRE COMPANY, INC.
CHICOPEE FALLS, MASS.

Copyright 1937, The Fisk Tire Co., Inc.



FISK



TIME TO RE-TIRE
GET A FISK

PLUS-Protection IN THE BLOW-OUT ZONE

SPEAKING OF PICTURES

(continued)



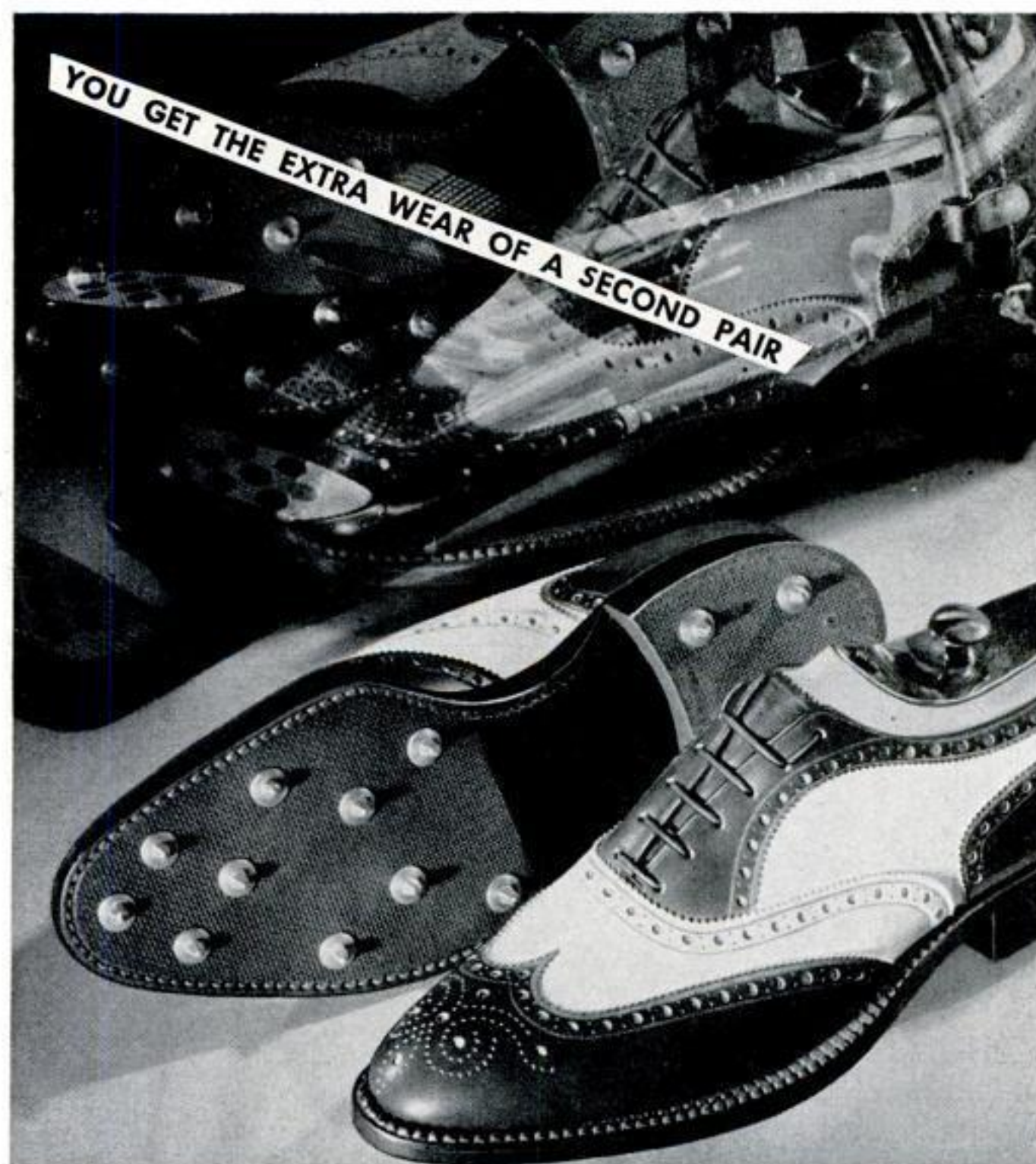
The plot of *An Underwater Romance* tells of a boy and a girl who dive out of their canoe, find a lovely pearl ring on the sea bottom and promptly become engaged. Then they go to a night club (page 6) to celebrate before they get married.



After the night-club celebration, boy and girl get married. At the ceremony the groom wears a stiff shirt, tuxedo, bathing trunks. The bride's costume consists of bathing suit and a white veil which floats fetchingly out behind her.



A watery kiss ends *An Underwater Romance*. It took nine days to shoot the film. It takes Coach Perry a little over two weeks to train an average good swimmer how to act underwater. He has a specially-worked-out technique for underwater swimming.



FLORSHEIM *Golf* SHOES



Follow the pros to a lower golf score and greater golfing comfort by wearing the *only* golf shoes officially endorsed

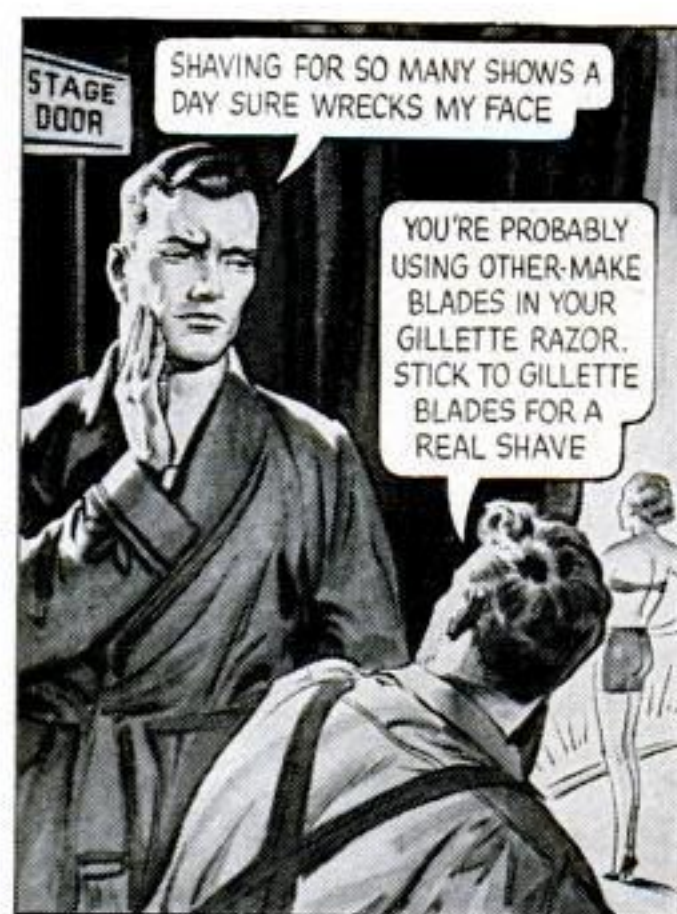
by the Professional Golfers Association of America . . . Florsheim Golf Shoes have been the choice of America's Ryder Cup Team for several seasons . . . are built to aid your balance, stance and foot-ease. It's smart golfing to wear these smart-looking, scientifically-designed golf shoes. *Style illustrated above, The SAXON, S-653.*

Replaceable calks are a feature of Florsheim P. G. A. Golf Shoes.

PGA Golf Shoes \$13.50... Regular Styles \$8.75 and \$10

THE FLORSHEIM SHOE

The Florsheim Shoe Company • Manufacturers • Chicago



FEW DAYS LATER



A New Shaving Thrill Awaits You

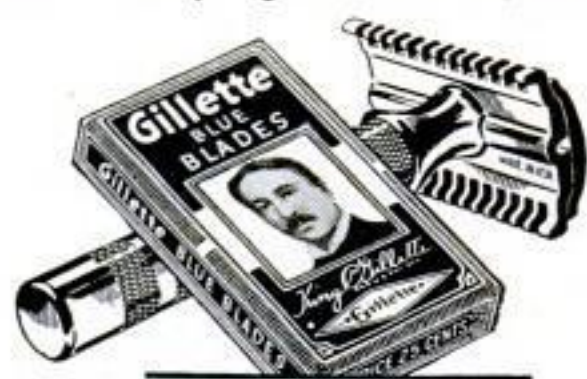
—when you use the blade that was made for your razor

DAYS seem brighter when you start them off with an "All-Gillette" shave. That means using a Gillette Blade in your Gillette Razor—the shaving combination that is world-famous for comfort.

The Gillette Razor and the Gillette Blade are made for each other. Every detail in their manufacture is planned to make them work perfectly together. That's the secret of the better results you get when you shave the "All-Gillette" way.

If you are using other make blades in your Gillette Razor and want a new shaving thrill, buy a package of Gillette Blades. Slip one into your Gillette Razor and enjoy the most comfortable shaves you've ever had.

Reputable merchants never offer substitutes for Gillette Blades. Always ask for them by name! Smile and sing with Milton Berle and other stars on Gillette's "Original Community Sing" radio program—CBS Network—Coast to Coast—Sunday nights—10 P. M., E. S. T.



Gillette Blades
Precision-made for the Gillette Razor



That suit looks swell in the Window

How will it look on YOU?

Fat men, short men—thin men, tall men, look better, feel better, too, in THE BRACER

THAT new suit may look fine in your tailor's window but what will happen when you slip it on? Will it keep its smart, well-cut lines—or will it be pulled out of shape by a bulging waistline?

Now you can have a trim, athletic figure—quickly, easily and without discomfort. Just try The Bracer! The entirely new kind of supporter belt that holds up sagging stomach muscles—gives you the firm, flat waistline that makes clothes fit so well. You'll look better and feel better, too, the minute you slip into The Bracer!

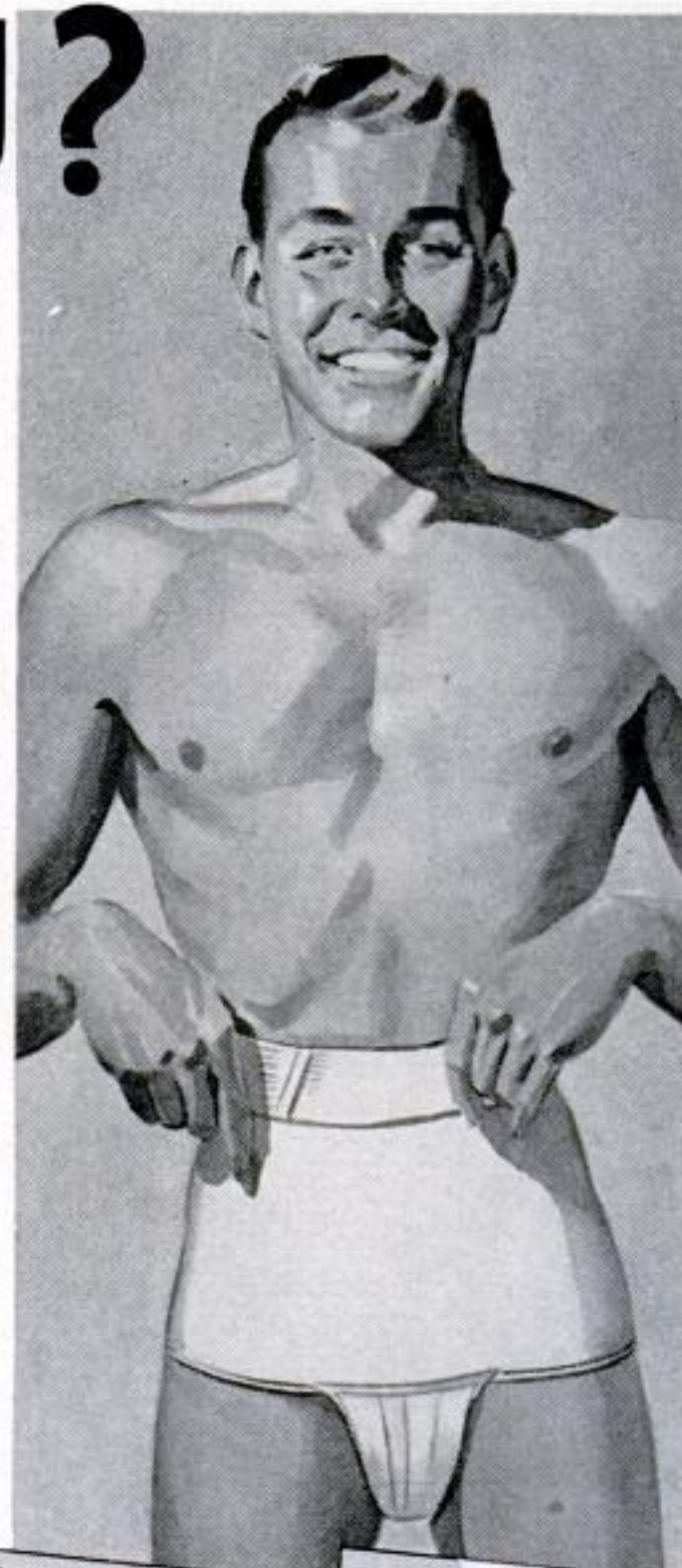
Exclusive Fly-front Supporter

The Bracer is knitted from two-way stretch lastex with four removable ribs to prevent rolling and with an exclusive soft yarn fly-front supporter. This fly-front means you can wear The Bracer all day without removing. And The Bracer is scientifically tailored for the greatest comfort, convenience, and fit. No buckles or buttons and the supporter type leg strap is always comfortable.

Scientifically made of the finest materials

A Bauer & Black product, made of the finest materials, and with the same scientific care lavished on surgical dressings, The Bracer stays soft and snug after repeated laundering. Its seams are impregnated with live rubber—cannot loosen or pull out, and its sturdy construction guarantees months of comfortable wear.

Try The Bracer today. Get several and have a clean one always on hand. You'll look better and feel better wherever you are—whatever you're doing. At department, drug, haberdashery and sporting goods stores.



If your dealer cannot supply you with The Bracer, simply fill out and mail the coupon below with check or money order. The Bracer is \$2.00 (Canada \$2.75.)

BAUER & BLACK, Dept. A-22,
2500 So. Dearborn St., Chicago, Ill.

I am enclosing check or money order for _____

Please send me _____ Bracers. My waist measurement is _____

Name _____

Address _____

City _____ State _____

My dealer's name and address is _____

THE
BRACER

ARM SORE FROM FIRST GAME

Mother applies Absorbine Jr. and muscles get QUICK RELIEF



WRITES MRS. R.,* of Champaign, Ill.: "My son came home from his first baseball game of the season with his right arm so sore he could hardly move it. I applied Absorbine Jr. a few times and he was ready for his game the next day."

Spring is the open season for aches and pains. Unaccustomed exercise after a winter of inactivity brings sore muscles—muscular rheumatic aches often start up, too. At no time of the year is good old Absorbine Jr. so welcome in the home to soothe and relieve sore, aching muscles. Keep a bottle of this friendly family liniment handy in your medicine cabinet. It comes to you with the highest recommendations of many doctors and nurses for over 40 years. Also wonderful for relieving Athlete's Foot. Absorbine Jr. is sold at all drug stores, \$1.25 a bottle, and thrifty because a little goes so far. For free sample, write W. F. Young, Inc., 362 Lyman Street, Springfield, Massachusetts.

*Based on actual letter in our files

ABSORBINE JR.

Relieves sore muscles, bruises, muscular aches, sprains, Athlete's Foot.



\$25⁰⁰ WEEKLY BENEFIT

Limited Sickness and Accident Policy

North American's Premier Policy is not life insurance or old-age insurance. It is specific protection against the many common sicknesses and accidents that are happening about us every day. Think for a minute! If you had to have an appendicitis operation . . . if you were struck by an automobile, would your income continue? Would your savings be ample to tide you over? Or would you need help? In case of specific sickness and accidents, the Premier Policy pays you \$25.00 a week in cash; helps with your doctors' and hospital bills, provides an emergency fund to help return you from where you were hurt or taken ill, and provides a principal sum of \$10,000. Under it you are protected, whether you are in the United States, Canada or Europe.

NO MEDICAL EXAMINATION

Men and women from 16 to 69 years of age are eligible, and no medical examination is required. The total premium is \$10.00 for a full year's protection—less than 3c a day. There are no other dues, extra charges or assessments. Even this low premium may be paid in small monthly installments if preferred.

**TOTAL COST ONLY
\$10 A YEAR**

SPECIAL AUTOMOBILE CLAUSE

Everyone realizes the risk run by even the most careful person from automobile accidents. At no extra charge, the Premier Policy pays you \$25.00 a week for stated disabling injuries sustained while riding in or driving a private automobile, or by being struck by any moving conveyance.

DEPENDABLE PROTECTION

The North American Accident Insurance Company is the oldest and largest exclusive sickness and accident insurance company in America. It has given protection against sickness and accidents for more than 50 years . . . more than \$23,000,000 has been paid out in claims. North American operates under the

supervision of 47 State Insurance Departments, and its Premier Limited Policy—free from "red tape"—is issued with the guarantee, that if not found completely satisfactory, it may be returned at any time within ten days, and any payment will be refunded.

NO OBLIGATION

Send in the coupon below for the FREE booklet, "Cash or Sympathy" which explains simply and clearly, without legal terms, exactly what the Premier Policy offers you. You owe it to your family and yourself to read the details of this specific protection against accidents and sickness. The booklet will come to you through the mail, so that you may read it over in the privacy of your home—and there is no obligation whatever. **WRITE TODAY!**

**North American
Accident Insurance Co.,
711 TITLE BLDG., NEWARK, N. J.**

**FREE
BOOKLET**

I would like to receive a copy of your FREE booklet, "Cash or Sympathy". I understand there is no obligation.

Name _____

Street _____

City _____ State _____

NORTH AMERICAN ACCIDENT INSURANCE COMPANY OF CHICAGO

711 Title Bldg., Newark, New Jersey

Established 1886—51 Years



AGENTS Wanted for New Territory

VERMOUTH LEAGUE OF NATIONS

INTERNATIONAL differences may come and go but on one thing all civilized nations agree: Martini & Rossi, the vermouth the sun never sets on. Rated world's *second* best appetizer (outranked as palate sharpener only by exercise) it is making meals taste better in democracies, kingdoms, regencies and totalitarian states—in cocktails, straight or with soda.



Peace at Geneva: League of Nations attachés take a respite from the troubles of the world in a glass of Martini & Rossi, straight. League buildings in background.

Refreshment in Morocco: Young officer and his guide relax over Martini & Rossi after a trip around Tangier. Snapped near the *kasbah* (market place) in the Cafe Brasserie de Rome.



A Quick One in Pittsburgh: Martini & Rossi makes fine Dry Martinis in the bar of W...P... Hotel, famous for its murals of dancing girls which unfortunately we're not permitted to show.

Sole Agents for Martini & Rossi in U. S. A.
W. A. TAYLOR & CO., N. Y.



Alco. by vol. 15.95% Alco. by vol. 18%

LETTERS TO THE EDITORS

Private Pedestal

Sirs:

With trembling hands I opened the April 12 issue of your magazine, fearing that LIFE, too, may have been seized with the hysteria which turned some New York newspapers into "art" magazines with the pathetic figure of Ronnie Gedeon as their only model.

Thanks for keeping yourself atop my private pedestal.

EMERY WINN

The Press Union
Peekskill, N. Y.

Falsifying Anthropologists

Sirs:

I am shocked, pained and surprised above words at the crass ignorance revealed in the photos that are purported to "prove" evolution as an established fact. Instead, may I remind you that within the past fifteen years every shred of falsified claims of the so-called anthropologists who have attempted to continue to prove evolution has been not only disproved but held up to ridicule.

As a faithful reader I have the right to ask that you retract the implied, if not stated, falsified fact that these absurd photographs might lead the ignorant to believe.

RICHARD H. KEECH
Cincinnati, Ohio

Sirs:

Your fine photographs and excellent treatment of factual material have made "Ancient Man" of the April 12 issue, an educational high light in the short history of your publication.

B. R. FUNK

Marietta, Pa.

Orthodox Wedding

Sirs:

The writer is one of your subscribers and also of the reformed Jewish faith. In your copy of LIFE received yesterday your first set of photographs depicted what you title "Speaking of Pictures—This is a Jewish Wedding." Why didn't you stipulate "an orthodox Jewish wedding?"

It may be true that a certain limited group observe all the "steps" as displayed by your views but it discredits that larger group of real American reformed Jews who have a ritual and ceremony of marriage as intensely solemn and impressive as that of any other faith.

Your pictures would tend to indicate that all Jewish weddings are highly commercialized.

HARRY J. BICK
Brooklyn, N. Y.

LIFE is at a loss to understand what there was about the orthodox Jewish wedding that would discredit anyone.—ED.

Unsuitable for Framing

Sirs:

The Grant Wood picture was big and fine and good. We framed it and it was wonderful. But what of your other colored prints? They are small, scrubby, no-good. And often they're printed on both sides of the same page. Nevertheless we decide on the ones we like

(continued on page 14)

RENAISSANCE!

The history of chair-making embraces many materials—a wide variety of designs. As far back as 1601, A.D., when swashbucklers were common and the flash of steel on steel was the measure of a man, this Italian Renaissance chair was made in metal, the material they regarded so highly because of the strength which it bespoke. So distinctive, as a period piece, is this specimen that it occupies a place in the Metropolitan Museum.



20th Century Royalchrome

utilizes time-honored steel in two lines of products that are quite different in character but equally distinguished for quality and service.

There is "Siesta" Summer Furniture*, decorative and classic, which harks back to the 1601 chair shown above.

Then there is Royalchrome, truly the period furniture of a modern and practical era.

In both these highly approved and popular lines, quality must come ahead of volume. Royal's aim is not to make the most, but to make as near the best as is humanly possible. We or any Royal dealer will gladly supply you with the particular catalog in which you may be interested.

**ROYAL METAL
MANUFACTURING CO.**

Michigan Boulevard at
11th Place CHICAGO

NEW YORK—LOS ANGELES—
TORONTO

Royal

"Metal Furniture Since '97"



*Siesta Wrought Iron Furniture graces the solarium, garden or terrace. Write for special booklet.



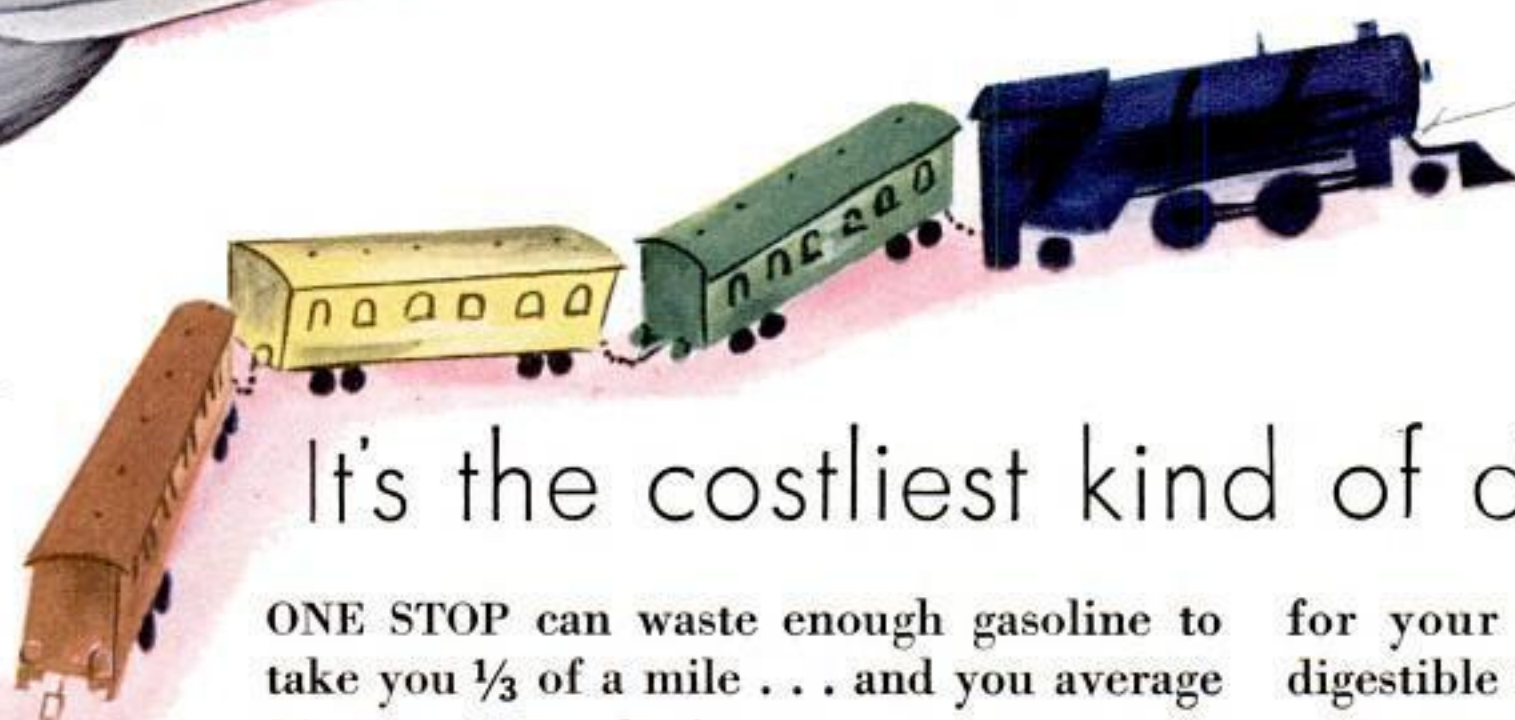
UNITED STATES RUBBER PRODUCTS, INC.

WHEN THE REGULARS REPORT FOR SCRIMMAGE

Not until these four musketeers tee off will the golf season be really and officially open. And probably not until they get their U. S. Royals will there be any official opening. For they're downright particular, this genial foursome, when it comes to golf balls. First off, they want a long ball—the U. S. Royal Golf Ball, with its exclusive Spun Latex power winding, has extra distance on the fairway. Then they demand an accurate ball—the U. S. Royal putts true and flies straight. And finally they insist on a ball that's really rugged. The cover on the ultra-professional Royal Blue is just tough enough for any top or near-top player; the Royal Arrow, for low-handicap players, is a little tougher; and the Royal Nassau, for all its distance, is plenty tough for anyone.

U.S. Royal
● GOLF BALLS

4 MILES IN 5 ARE STOP-AND-GO



It's the costliest kind of driving you do

ONE STOP can waste enough gasoline to take you $\frac{1}{3}$ of a mile . . . and you average 30 stops every day!

To cut down the high cost of stop-and-go driving, Shell engineers developed a way to "balance" gasoline.

By this balancing process the entire chemical structure of gasoline is re-arranged. Super-Shell is made "digestible"

for your motor, just as food is made digestible for you by cooking.

Starting, shifting, accelerating — at *all* times — your motor gets the *full* benefit of Super-Shell's *high energy content*.

"Motor-digestible" is the best way to describe this gasoline.

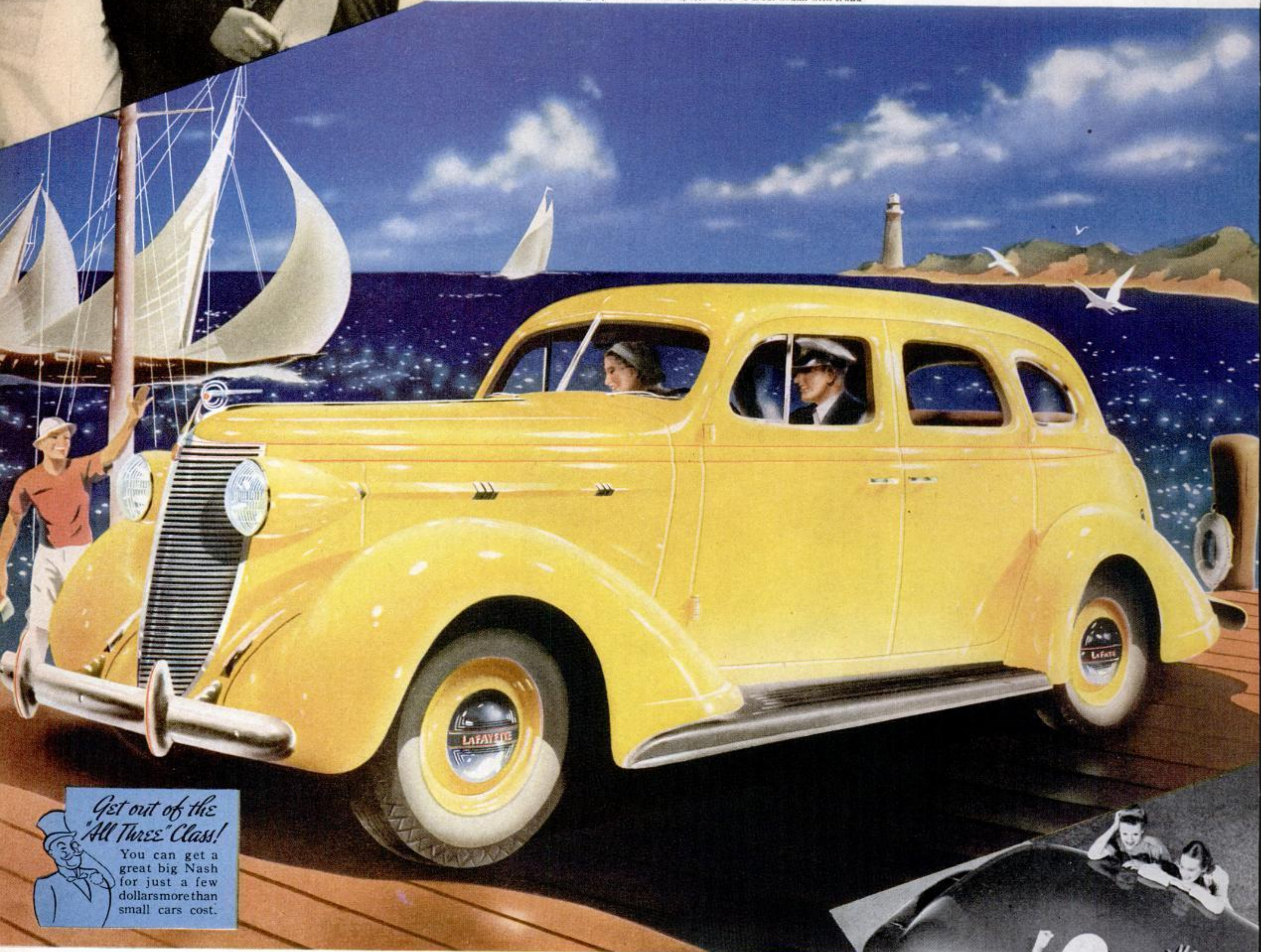
There's a Shell station in your neighborhood. Stop there next time you need gas.



SUPER-SHELL

You're looking AT A SUCCESS!

From actual photograph of Nash LaFayette—"400" 4-Door Sedan with trunk



*Get out of the
"All Three" Class!*
You can get a
great big Nash
for just a few
dollars more than
small cars cost.

... Never before has America seen such luxurious cars for the price!

Everybody *wants* a big car. That's the secret of Nash success! The new Nash LaFayette—"400" is a great big six cylinder 117-inch wheelbase automobile. Much bigger than any of the "all three" cars in the same price class. *But it now sells for just a few dollars more.* No wonder thousands are changing to Nash.

The Nash Ambassador Six has a 95 horsepower "Twin-Ignition" valve-in-

head engine, 121 inches of wheelbase—it's as big as cars costing even \$200 more. The Nash Ambassador Eight with a 105 horsepower "Twin-Ignition" valve-in-head engine and a 125-inch wheelbase compares in size with cars costing from \$100 to \$200 more.

These are facts. Check up at any Nash showroom. See these thrilling new Nash cars. Get our low *delivered* prices. Visit your Nash dealer today.

NASH MOTORS

Div., Nash-Kelvinator Corporation, Kenosha, Wis.

NASH

DELIVERED PRICES! Get Nash delivered prices. See how Nash saves you money. Delivered prices throw a new light on the remarkable value Nash is offering. Ask about new Nash C. I. T. Budget Plan. Terms low as \$25 monthly in most places. Automatic Cruising Gear available on all models at slight extra cost.

HEAR GRACE MOORE! New radio program starring lovely Grace Moore, Vincent Lopez. C. B. S. stations coast to coast every Saturday, 9 P. M. EDT. Tune in.

EXTRA STRENGTH! Nash introduced the world's first complete seamless all-steel body. It's stronger, safer! You get extra room, too.

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED UNDER PAN AMERICAN COPYRIGHT CONVENTION. COPYRIGHT, 1937, BY TIME INC.

| | |
|--|----|
| Speaking of Pictures | 6 |
| Letters to the Editors | 12 |
| Wagner Act and Henry Ford | 19 |
| LIFE on the American Newfront | 22 |
| Portrait of a Nightmare | 28 |
| Texas Oil Fire | 29 |
| Movie of the Week: Captains Courageous | 32 |
| America's Defense in the Pacific | 36 |
| Navy: "Problem 18" | 38 |
| Hawaii Makes the U. S. an Empire | 40 |
| The Nation's Paradise: Portfolio of Hawaii | 45 |
| Bethlehem Steel's Board Has a Fight | 50 |
| The Flower Show | 52 |
| "World's Craziest Painter" | 57 |
| Two Celebrities Roll a Hoop | 60 |
| World's Largest Letter File | 65 |
| The Camera Overseas | 66 |
| The Baldwins | 74 |
| Natchez Pilgrimage | 76 |
| Index to Picture Credits | 80 |
| Zulus Help Coronation | 83 |
| Gentleman Chicken Farming | 86 |
| Pictures to the Editors | 93 |

The cover and entire contents of LIFE are fully protected by copyrights in the United States and in foreign countries and must not be reproduced in any manner without written permission.

THE FRONT COVER IS A PHOTOGRAPH OF A ROOSTER BY TORDEL KORLING FROM BLACK STAR. LIFE's title is not boldly superimposed on this week's cover because that would have spoiled the composition of this picture.

EDITORS: Henry R. Luce, John Shaw Billings, Daniel Longwell, John S. Martin.
PHOTOGRAPHERS: Margaret Bourke-White, Alfred Eisenstaedt, Bernard Hoffman, Thos. D. McAvoy, Peter Stackpole, William Vandivert.

ASSOCIATES: Rachel Albertson, Charles Breasted, Alan Brown, David Cort, Geoffrey T. Hellman, Wilson Hicks, Dorothy Hoover, Joseph Kastner, A. K. Mills, Willard D. Morgan, Paul Peters, Howard K. Richmond, Joseph J. Thorndike, Jr.

CIRCULATION OFFICE: 350 East 22nd Street, Chicago, Illinois.

U. S. EDITORIAL AND ADVERTISING OFFICES: 135 East 42nd Street, New York. London Editorial Office: Dean House, 4 Dean Street, London. Paris Editorial office: 52 Avenue des Champs Elysees, Paris.

CONTRIBUTIONS: Minimum rates for all rights, including resale and reuse: \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged (and paid for) as such. Unsolicited contributions, however, whether professional or amateur will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. And under no circumstances will LIFE be responsible for safe handling of same, either in its office or in transit. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, 135 East 42nd Street, New York.

SUBSCRIPTION RATES: One year in the U. S. and Possessions, \$4.50; in Canada, \$5.00.

SUBSCRIPTION ORDER FORM

PLEASE SEND A YEAR OF
LIFE \$4.50

TO: NAME _____
Please Print

ADDRESS _____

CITY _____ STATE _____

AND SEND THE BILL TO

NAME _____
Please Print

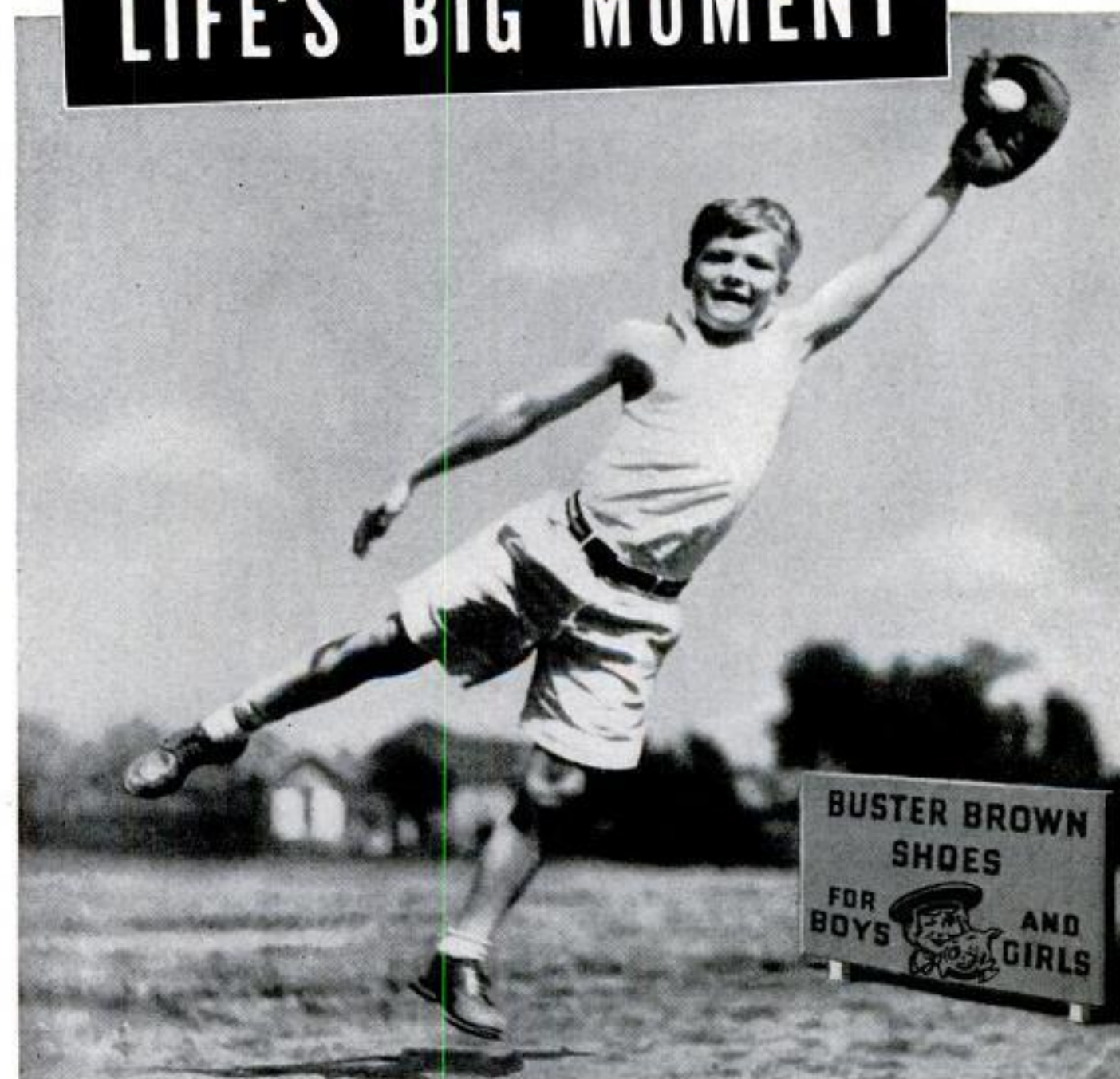
ADDRESS _____

CITY _____ STATE _____

MAIL THIS TO LIFE, 350 EAST 22ND ST., CHICAGO

Advertisement

LIFE'S BIG MOMENT



What a catch! He had to run for it — but that's easy for any boy who wears correctly-fitted Buster Brown Shoes. Buster Brown foot-shaping lasts keep youngsters foot-healthy, happy. At leading stores—Buster's picture in every pair. Brown Shoe Company, Manufacturers, St. Louis.

We stayed out of the Tooth Powder field until we had SOMETHING BETTER TO OFFER

Now a thrilling new powder that is soapless . . .
ingredients 100% costlier . . . sensational cleansing

• Now we offer you the first real improvement in tooth powder! A soapless powder . . . hence a better powder.

When we created Listerine Tooth Powder we omitted soap. Thus we were able to use 100% costlier, finer ingredients impossible to use before because they were the "chemical enemies" of soap.

They are unbelievably fine in texture . . . satin-soft in character . . . capable of giving marvelous lustre. Only three places in the world can supply them to our quality standards. Ordinary powders simply do not compare.

SOAPLESS SUPER-CLEANER

In soap's place we employ an ingredient that has been the sensation in one industry after another where super-cleansing is the first requirement. It gives that wholly delightful effect that only foaming gives. In itself a superlative cleanser. No other tooth powder employs it. It out-foams soap itself.

Costlier and super-polishing agents . . . costlier and gentler cleansers—now you can see why Listerine Tooth Powder will give you more satisfaction . . . why many thousands are turning to it.

Get Listerine Tooth Powder at your druggist's now or write for generous trial can, sent Free and Postpaid. Address Dept. L-1, Lambert Pharmacal Co., St. Louis, Missouri. You will realize that here indeed is an improvement over old-fashioned powders that contain soap.

How's this for economy?



BUY IT IN MAY AND IT

LASTS THRU JULY



SUCH FOAM!



IT'S SATIN-SOFT!



IT'S SO REFRESHING!

IT'S SOAPLESS!

LISTERINE TOOTH POWDER

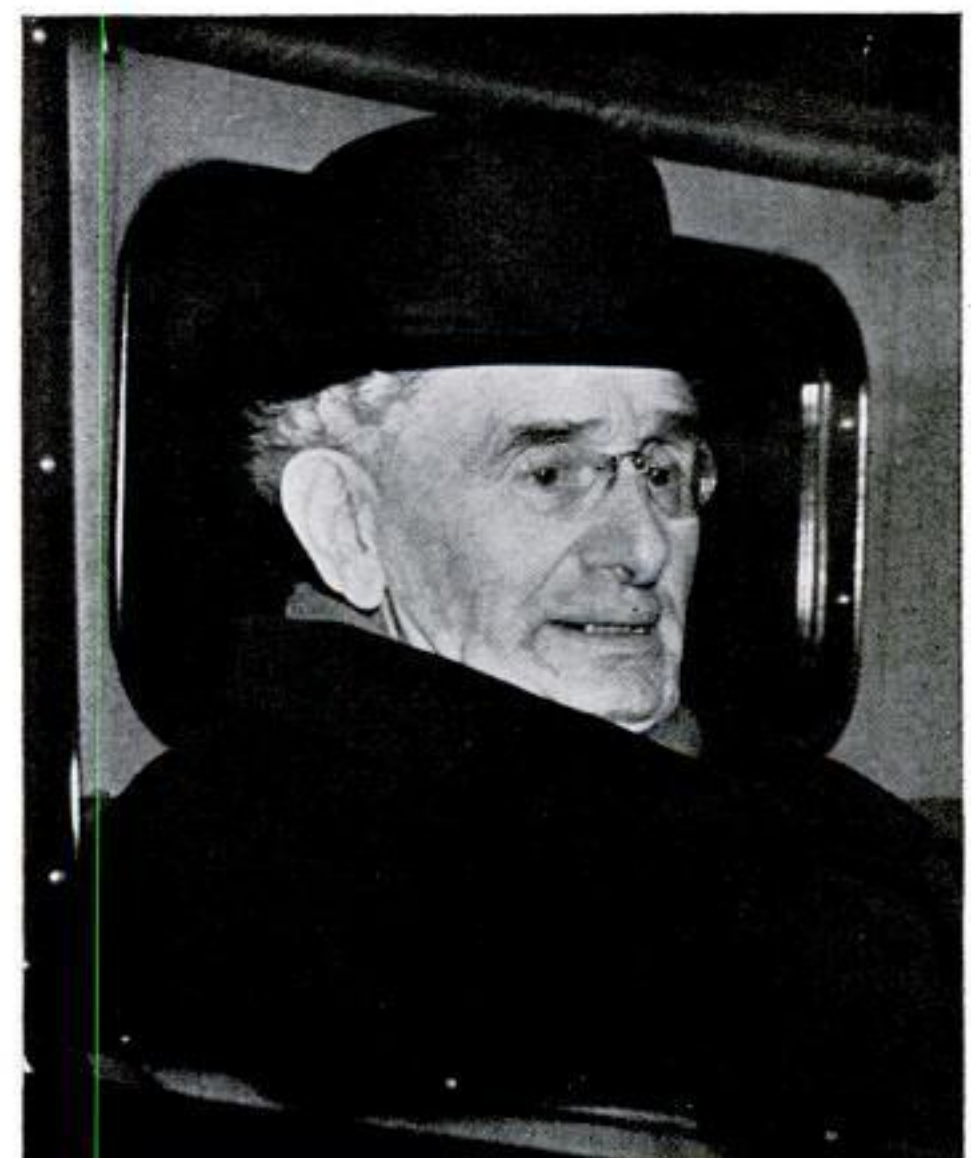




MR. JUSTICE ROBERTS DECLARES THE WAGNER ACT CONSTITUTIONAL



Shortly after noon on April 12, it became evident that Owen J. Roberts (*above*), Associate Justice of the U. S. Supreme Court, had changed the course of U. S. constitutional interpretation and, perhaps, of U. S. history. At that time, the Supreme Court announced its 5 to 4 decision that the Wagner Act, by which Congress regulated industry's dealings with its workers, was constitutional. Before the decision, observers had felt sure that the four conservative justices of the Court would hold the Act unconstitutional on grounds that Congress had exceeded its power. Observers thought it probable that the four liberal justices would uphold the Act and Congress. The deciding vote would be Justice Roberts'. He cast it with the liberals, giving Congress wider powers than it had ever before been granted. The decision brought joy to Senator Robert F. Wagner (*left*), the bill's sponsor. It brought a deep satisfaction to Justice Louis D. Brandeis (*right*), leader of the Court's liberals. To labor unions, the decision brought new strength in their imminent fight against two great enemies discussed on the following pages.





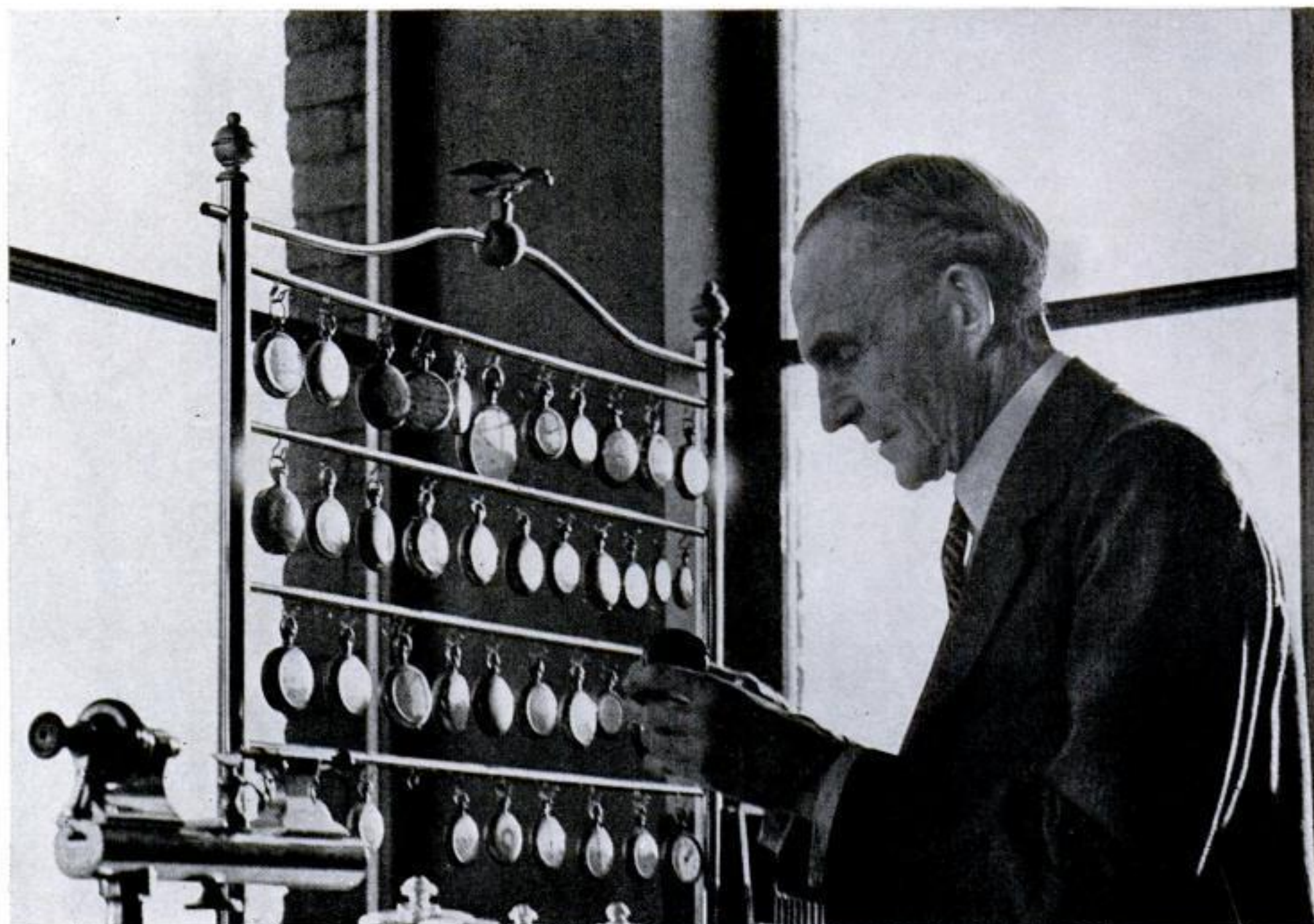
The Ford Motor Co. is run by the nine men above, seated at the luncheon table in the Ford factory at the Ford Engineering Laboratory in Dearborn. Starting with the man

next right to the empty chair (*right centre*) and going around clockwise, the men and their jobs are: Peter Martin (manufacturing), Albert Wibel (purchasing), William Cowling

(sales), John Crawford (assistant to president), Bert Craig (treasury), H. C. Doss (sales), Edsel Ford (president), Henry Ford (boss), Charles Sorensen (manufacturing).



"We're all workers together," said Mr. Ford of his employes. Above, he chats with the watchman of his Georgia estate.



Mr. Ford began as a mechanic, still loves to tinker with machines or old watches. Shrewder mechanic and manufac-

turer than philosopher, he declared unions were backed by financiers who wanted to ruin Ford, destroy competitors.



Ford's police chief and personnel head is Harry Bennett, shown bleeding above in 1932. A demonstration of workers at Ford's gate turned into a battle between workers and police. In the ruckus, Mr. Bennett was knocked out. Four Communists were killed.



Mr. Bennett's work is cut out for him. Henry Ford depends on him to stall unionization. Though he sat lazily with foot on desk a few days ago, he is working hard to keep down workers' discontent, discourage agitators, gird the plant should the struggle turn to violence.

FORD AND TEXTILES TO BE WAGNERIZED

The Wagner Act (*page 19*) forbids employers to discriminate against or coerce union workers. Labor unions move therefore under the protection of the law of the land in organizing workers, demanding union recognition. Two major subjects for immediate Wagnerization by CIO unions are Ford and southern textiles.

There are 100,000 workers and potential union members at the great plant that Henry Ford built on the shores of the River Rouge, near Detroit. Here, on two square miles, stands the biggest auto plant and the most remarkable example of large-scale industrial integration in the world: an immense auto manufacturing and assembly plant, a full-size steel mill, a glass factory, a rubber-tire factory under construction. Last year, Henry Ford made 1,000,000 automobiles. His workers are well paid and treated. The CIO will fight not for better pay but for recognition. This is exactly what Mr. Ford will not give. He does not want anyone but his general staff (*opposite*) to tell him how his business might be run. Mr. Ford proclaimed: "We'll never recognize any union." CIO's John Lewis retorted: "He'll change his mind." When the Wagner decision came, Mr. Ford changed his tune but not his mind. He said he never kept any worker from joining a union, hinted at a wage increase to forestall unionization.

Meanwhile, the CIO textile union faces the harder job of organizing the southern textile industry. Scattered over ten states and therefore hard to organize, are 1,200 textile mills with 400,000 unorganized workers. The South's low wages, plentiful labor supply and powerful local prejudice against anything smacking of radicalism, has attracted many textile mills from the north. Though protected by the Wagner Act, CIO textile union knows it will find not only strong opposition to organizing but also considerable precaution against strikes, like the machine-gun nest shown at the right.



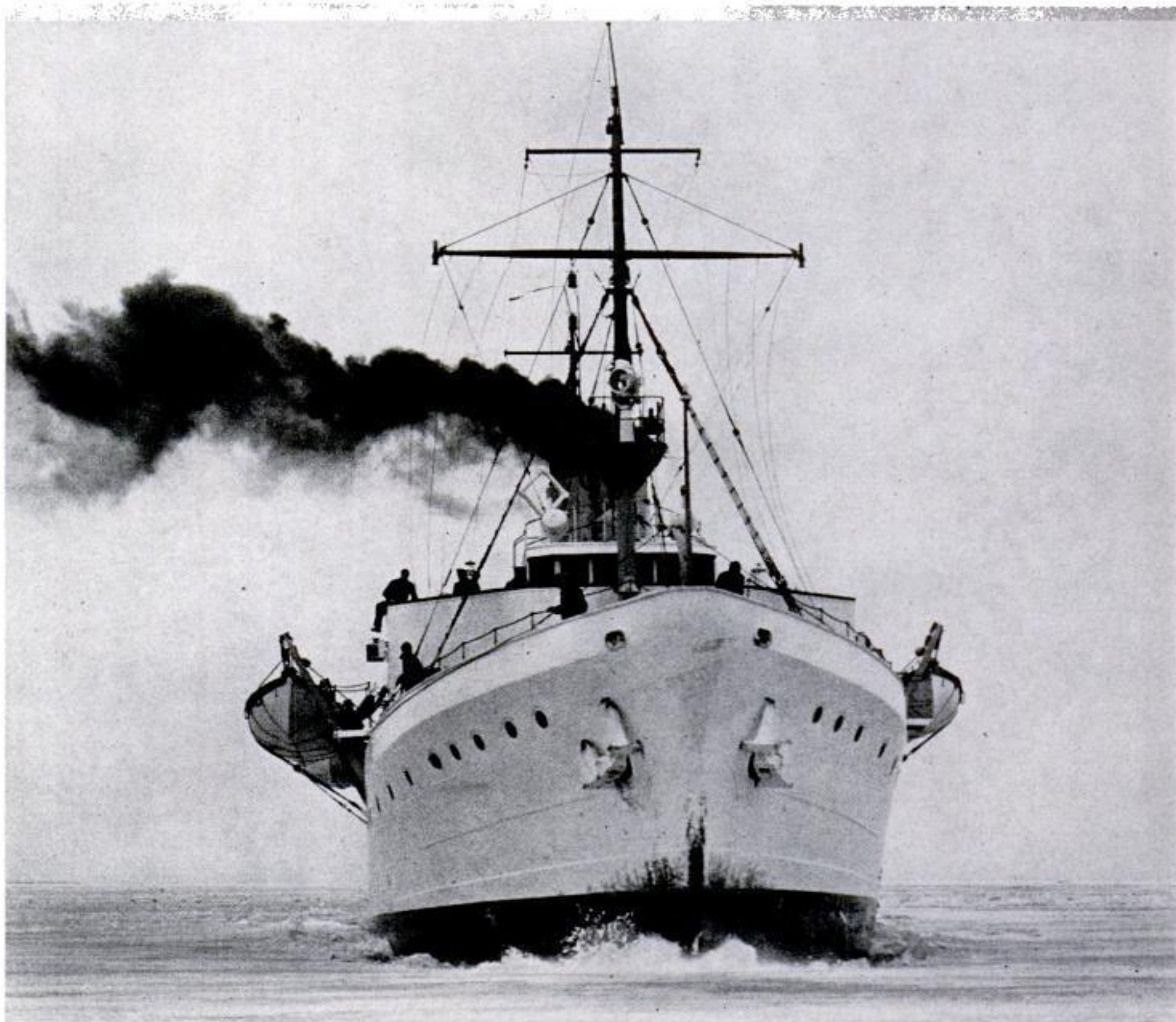
A strange steel structure has been erected at the Bemis Mill at Talladega, Ala. It is peaceful enough now but guards could sit in safety behind its steel plates and poke

machine guns out through its triangular openings. If the CIO textile unionization drive becomes serious, violence might break out, machine guns and guards be necessary.

LIFE ON THE AMERICAN NEWSFRONT: THREE ICY DAYS & NIGHTS ON LAKE MICHIGAN



One of the spring duties of the Coast Guard is to help open the shipping courses on the Great Lakes. These pictures show the cutter *Escanaba* on an ice-breaking trip through Lake Michigan which lasted three days and three nights, from April 7 to 10. She journeyed 125 miles from Grand Haven to the city of Escanaba, port of the iron mines. The picture above shows the cutter's Captain R. J. Maurman. Close behind the *Escanaba* followed a line of freighters, eager to get the first cargoes of what promises to be a boom season for Great Lakes shipping.

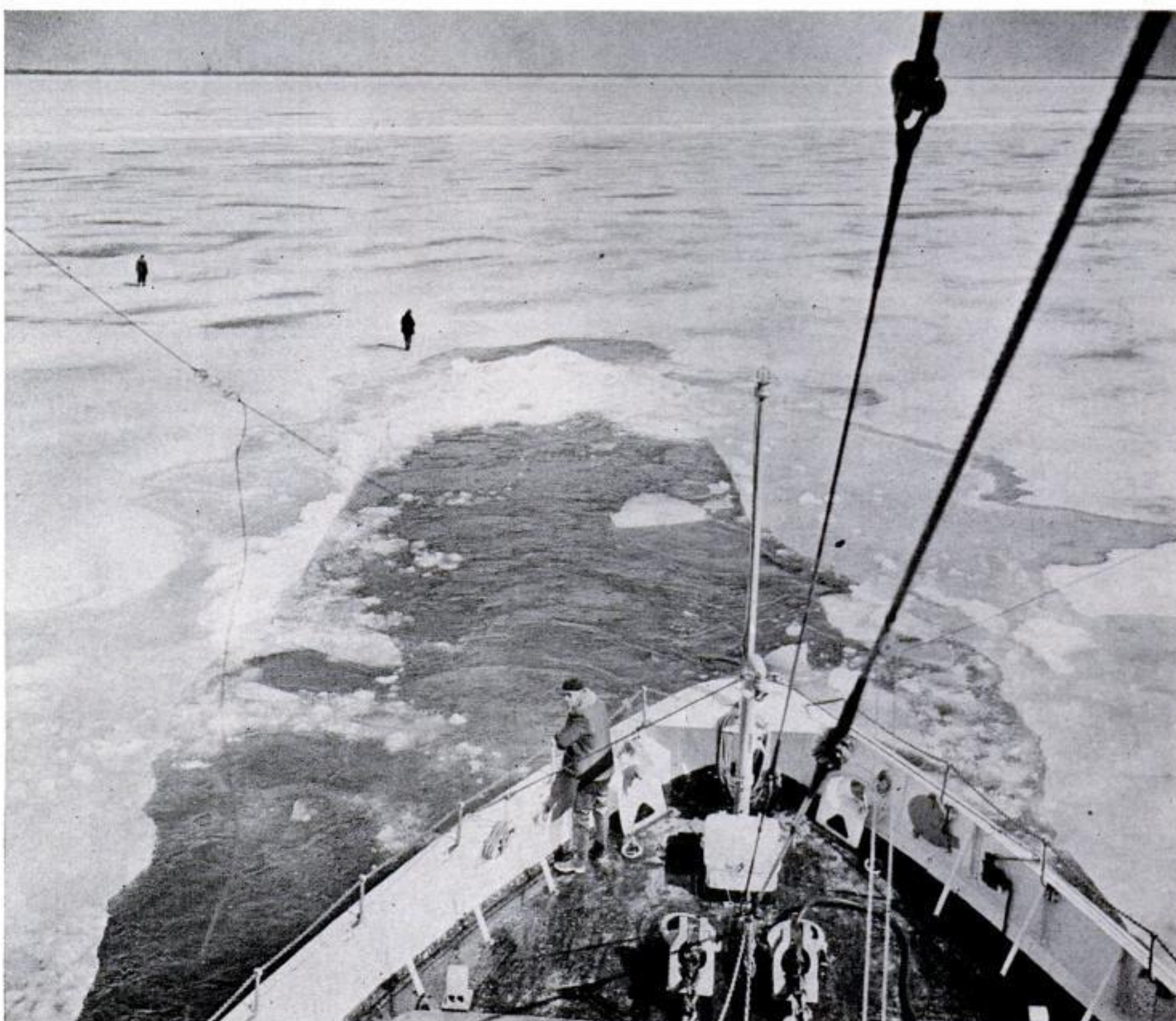


The *Escanaba* plows through eight-inch ice with ease, making it fly from her prow. Where the ice is thicker she rides up on it and breaks down through—a maneuver which she has just completed in the picture on the opposite page.

The ice was still thick but so rotten that the cutter had little trouble until she reached Escanaba harbor. These pictures were taken by Photographer Foster C. Stanfield of the *Milwaukee Journal*, who made the three-day trip.



The *Escanaba*'s navigators plot her course (above) while three seamen stretch out in their bunks (below).



When the going is hard the *Escanaba* backs up and steams forward again. Notice the two scouts, sent ahead to report

on ice conditions. The day after this picture was taken the ice became too treacherous to walk on with safety.



ONE OF THE ESCANABA'S LIFEBOATS CASTS ITS SHADOW ON THE CRUMBLING ICE OF LAKE MICHIGAN

LIFE ON THE AMERICAN NEWSFRONT: STRIKE AGAINST BUTTON KING



THE BLONDE: MARY JOSEPHINE HOOKER



THE WIFE: MRS. JOHANNA CHRISTENSEN

The most embattled employer of the week was Peter Christensen (left), "Button King" of Newark, N. J. It began when Mrs. Christensen sued him for \$1,000 a week alimony, charging that he lavished money on a New York blonde named Mary Josephine Hooker. Button workers, concluding that their boss must be rich, called a strike. While the plump little "Button King" earnestly explained that it was all a mistake, Mrs. Christensen agitated on the picket line.

PREMIER HEPBURN BATTLES THE CIO IN ONTARIO



A hornet's nest was entered by the CIO when it called a strike in the General Motors plant at Oshawa, Ont. The hornet was Ontario's Premier Hepburn, shown in costume.



While pickets marched around the big G. M. plant, vociferous Premier Hepburn threatened to "raise an army" to keep the "paid foreign agitators" out of Canada.

Actually he mobilized 200 mounted police, deputized 200 citizens. Finally he and the company agreed to bargain with an all-Canadian delegation of the union local.

STRIKE IN DECK CHAIRS



PASSENGERS WAITED ON THE DOCK

The most luxurious strike of the week was enjoyed by the crew of the United States Liner *President Roosevelt* in New York. Because the line employed members of a rival union faction, the "rank-and-file" seamen sat down, while passengers fretted on the dock. After three days the National Labor Relations Board effected an amicable settlement.



On the deck of the *President Roosevelt*, seamen sunned themselves. By the time the strike ended, all but five pas-

sengers had departed on other boats, and the crew had the ship practically to themselves for the trip to Hamburg.

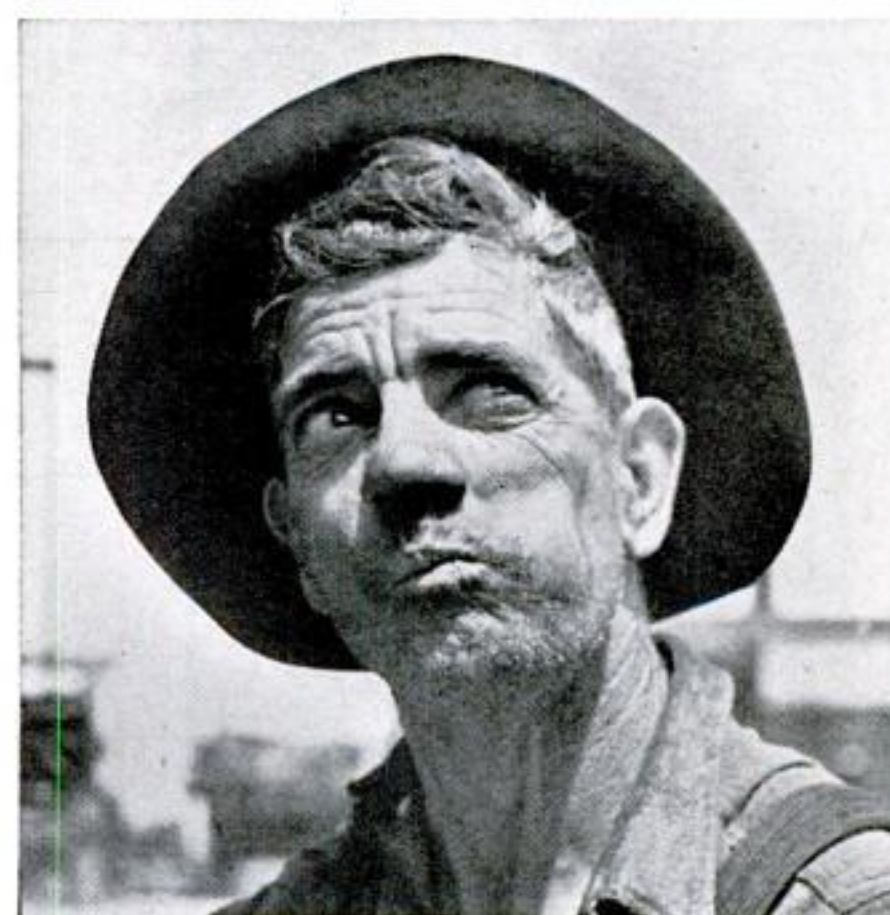
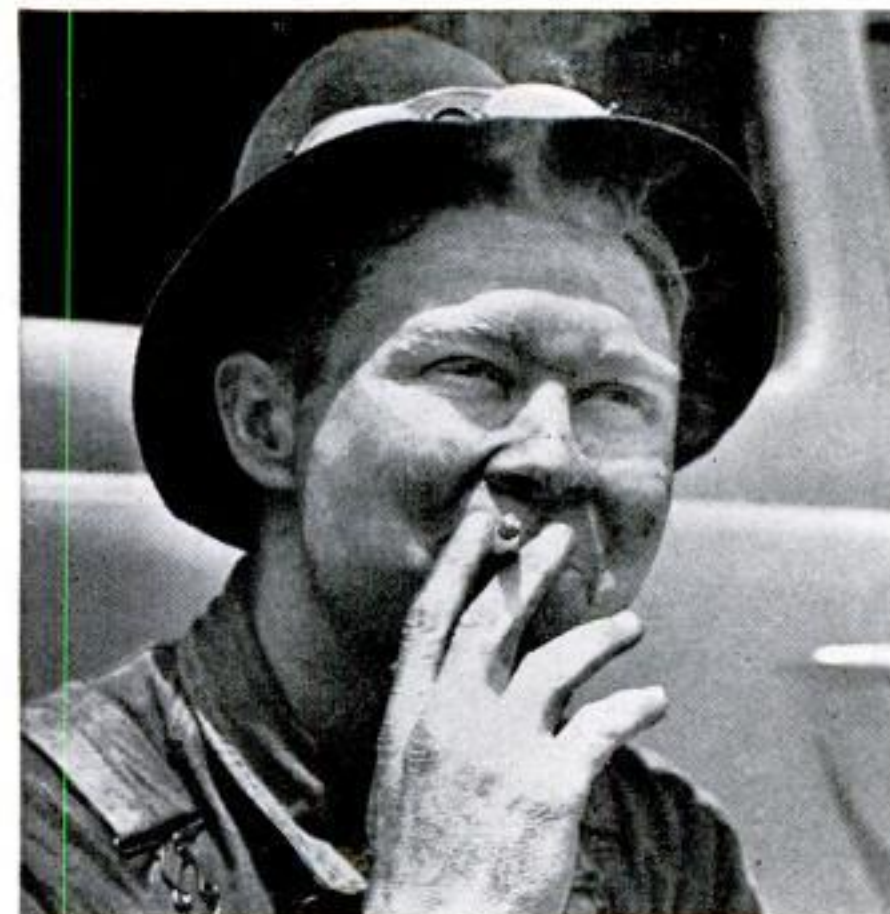
MINERS BATTLE THE CIO IN KANSAS



Brandishing pick-handles, these lead and zinc miners marched into Galena, Kan. on April 11, precipitating an inter-union riot. They are members of an independent local

union, bent on stopping the organization drive of the CIO. When they reached the headquarters of the CIO union they were met by a burst of gunfire which wounded nine.

TEXAS OIL WORKERS PONDER



Whether to join the CIO union which is organizing the oil industry is the question currently faced by these two Texas oil workers. They think they will not join.

LIFE ON THE AMERICAN NEWSFRONT: SOUTH CAROLINA NEGROES PLAY "FIREBALL DODGING"



1 A new game invented by the Negroes of South Carolina is called "Fireball Dodging." Balls are made of burlap.



2 The balls are then drenched in kerosene. In preparation for a game several dozen such balls are made.



3 When night comes the burlap balls are set afire. The players spread out in a field and start throwing them.

ONE LYNCHING SPURS CONGRESS TO STOP OTHERS



Representative Joseph A. Gavagan of New York is the father of a Federal Anti-Lynching Bill, which reached the floor of the House of Representatives on April 12. Southern Congressmen prepared for a fight to prevent its passage.



A frightful example of lynching occurred while the House was debating. At Duck Hill, Miss., two Negroes accused of murdering a white man were tortured with a blowtorch and lynched. The one shown above was "Bootjack" McDaniel.



Opposition to the Gavagan Bill was led by Representative Hatton Sumners of Texas, who condemned the Duck Hill affair but made an eloquent plea to let the South handle its own problem. The House cheered him but passed the bill.

BARNARD COLLEGE CHORINES PRACTICE FOR THEIR GREEK GAMES



The two pretty chorines warming the bench above are students of Barnard College resting from a strenuous rehearsal for their annual Greek Games. These "games," which consist of dancing, singing and athletics, on the ancient Greek pattern, were presented on April 17.



Pulling a chariot, this sturdy-legged undergraduate team prances across the floor of the Barnard gymnasium. Because the Greeks danced in bare feet on soft grass, Barnard girls dance in bare feet on the hard floor. The result is always an epidemic of stubbed toes.



4 "Fireball Dodging" is played chiefly by field hands on the cotton plantations. The object of the game is to hit someone else and to avoid getting hit yourself.

5 This darkie is losing. "Fireball Dodging" was uncovered by a Universal movie cameraman who made these pictures for a short called "Stranger than Fiction."

THREE CHAMPIONS OF INTELLECTUAL FREEDOM MAKE NEWS



Famous American champions of intellectual freedom are the two living presidents of Harvard, young President James B. Conant and old President-Emeritus A. Lawrence Lowell (pointing), who were photographed together at an unveiling in Cambridge, Mass. on April 12. Theirs is a wider problem of freedom than the lynchings which occupied Congress.



A famous German champion of the freedom of the mind is Thomas Mann, considered by many to be the greatest living author. Because of his writings Author Mann was recently deprived of his citizenship by the Nazi Government. Arriving in New York with Frau Mann on April 12, he declared it a writer's duty to take a stand on political problems.

FACES IN THE NEWS



HENRY L. MENCKEN

... sharp-tongued critic. On April 12 he published a proposed new constitution for Maryland. It would establish a unicameral legislature, bar recipients of relief from voting and raise the voting age to 25.



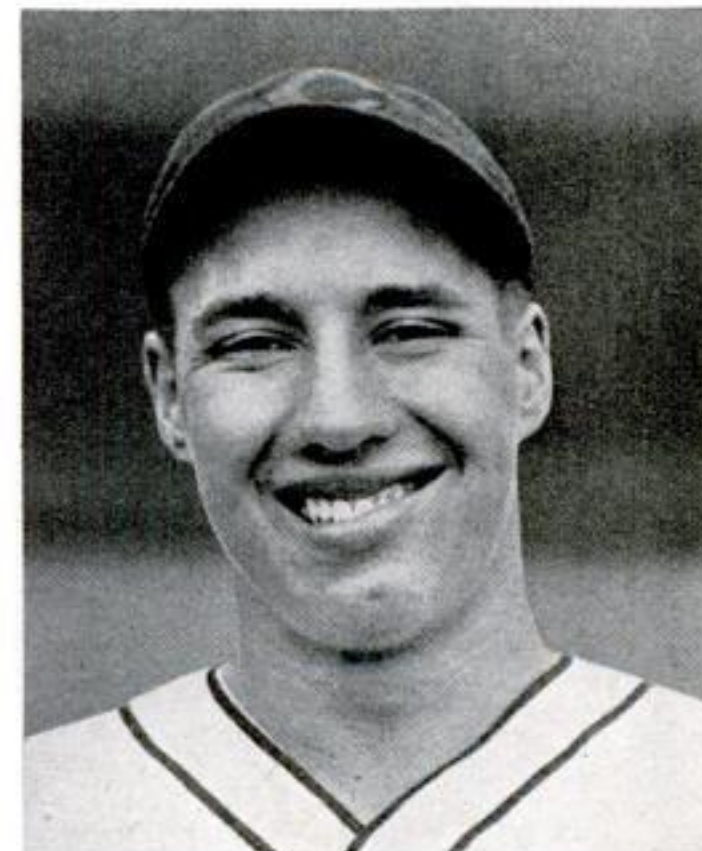
ALBERT H. WIGGIN

... former president of Chase National Bank (world's biggest) and an old news face. On April 14, he offered to pay the bank \$2,000,000 in settlement of stockholders' claims that his management caused losses.



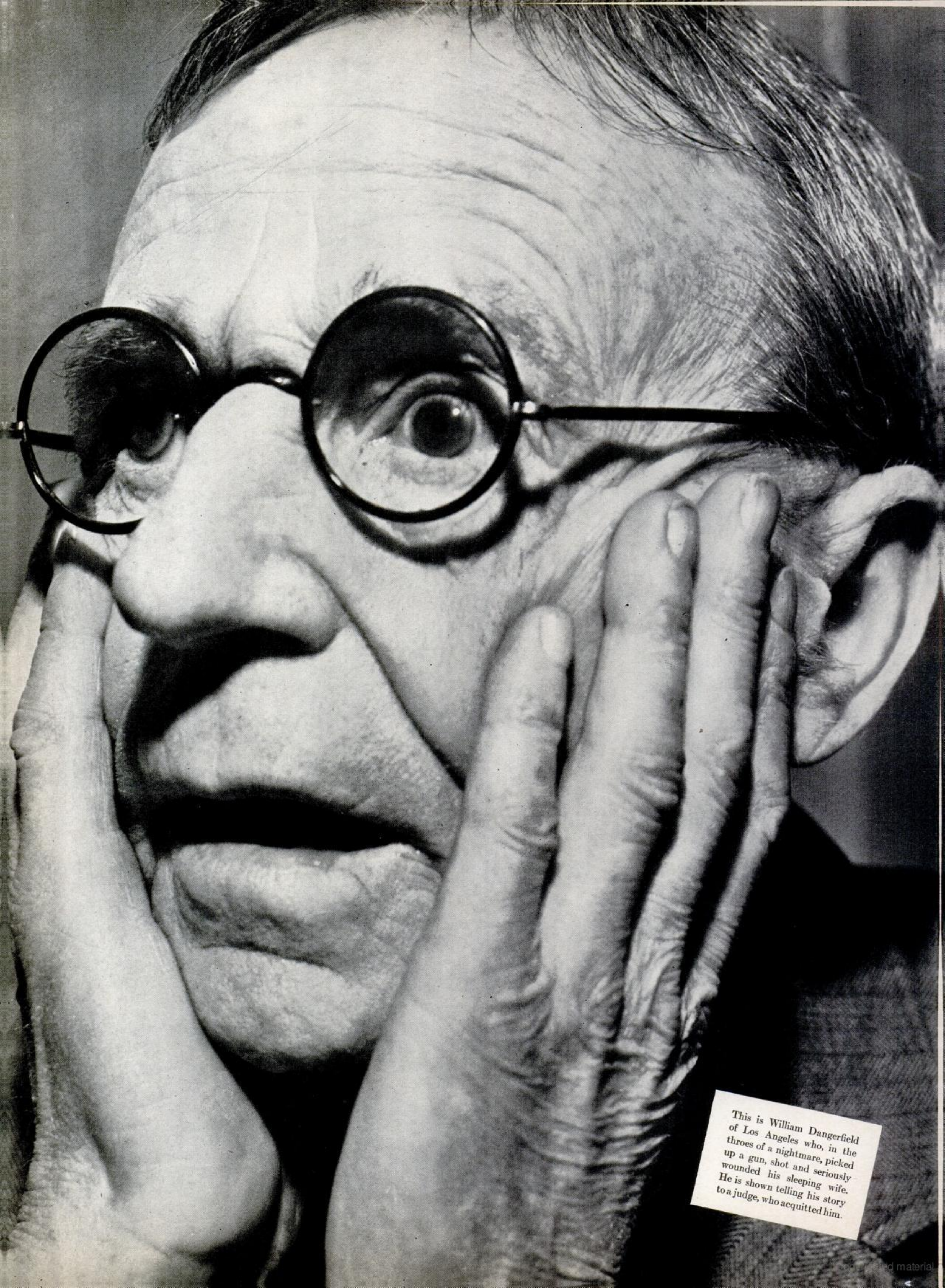
J. WARREN MADDEN

... chairman of the National Labor Relations Board and potent new news face. On April 12, the Supreme Court decision on the Wagner Act made him an arbiter of great power and prestige in labor disputes.



BOB FELLER

... baseball's greatest discovery in years. On April 20, aged 18, he began his first full big-league season with the Cleveland Indians. He will make \$10,000 pitching, \$40,000 more from radio, testimonials, etc.



This is William Dangerfield of Los Angeles who, in the throes of a nightmare, picked up a gun, shot and seriously wounded his sleeping wife. He is shown telling his story to a judge, who acquitted him.

LIFE ON THE AMERICAN NEWSFRONT: OIL WELL BURNS TWO MONTHS

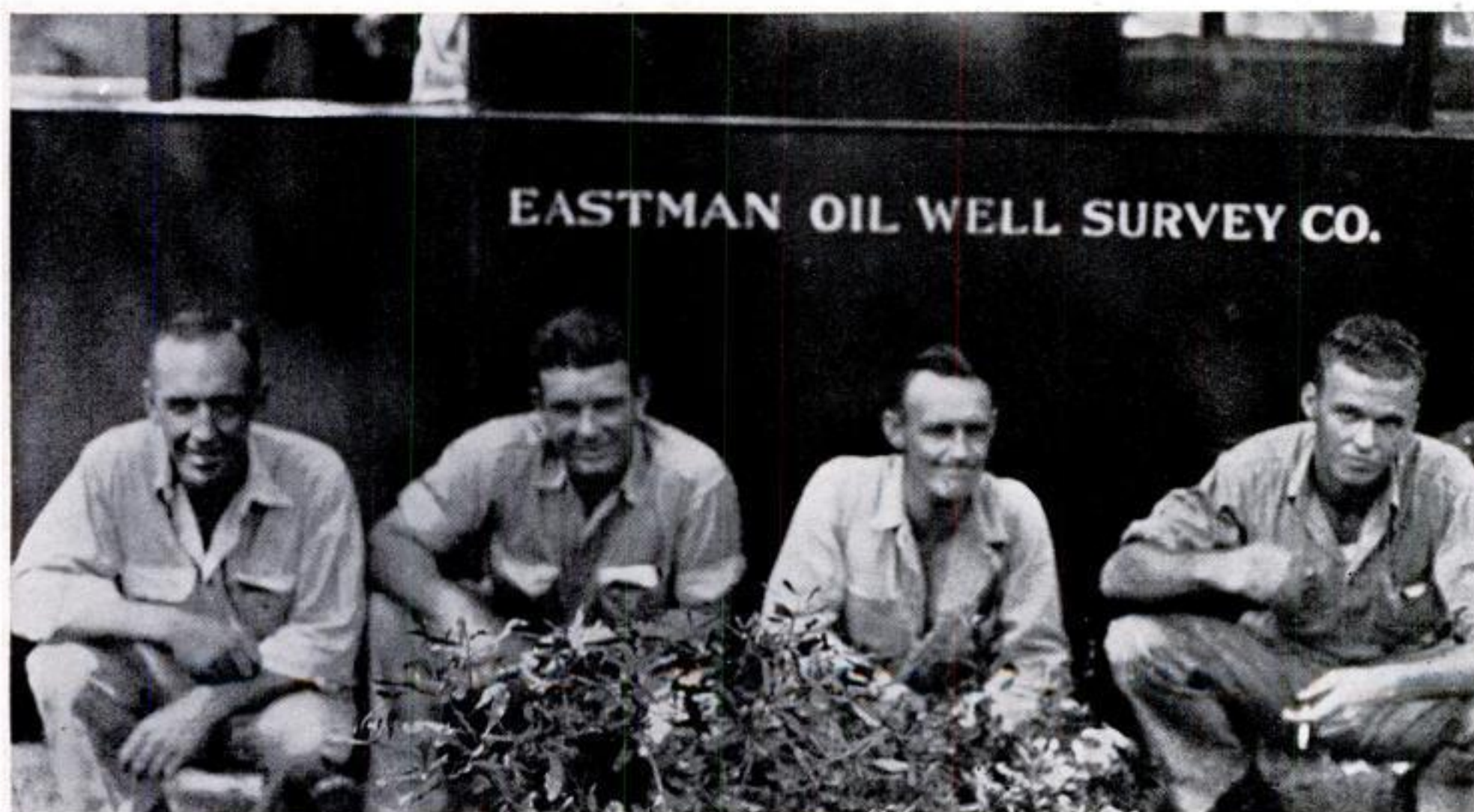


1 In unproven territory in East Texas oil country some nine miles north of Silsbee, Houston Oil Co. and Republic Production Co. raised a derrick, drilled an oil well.



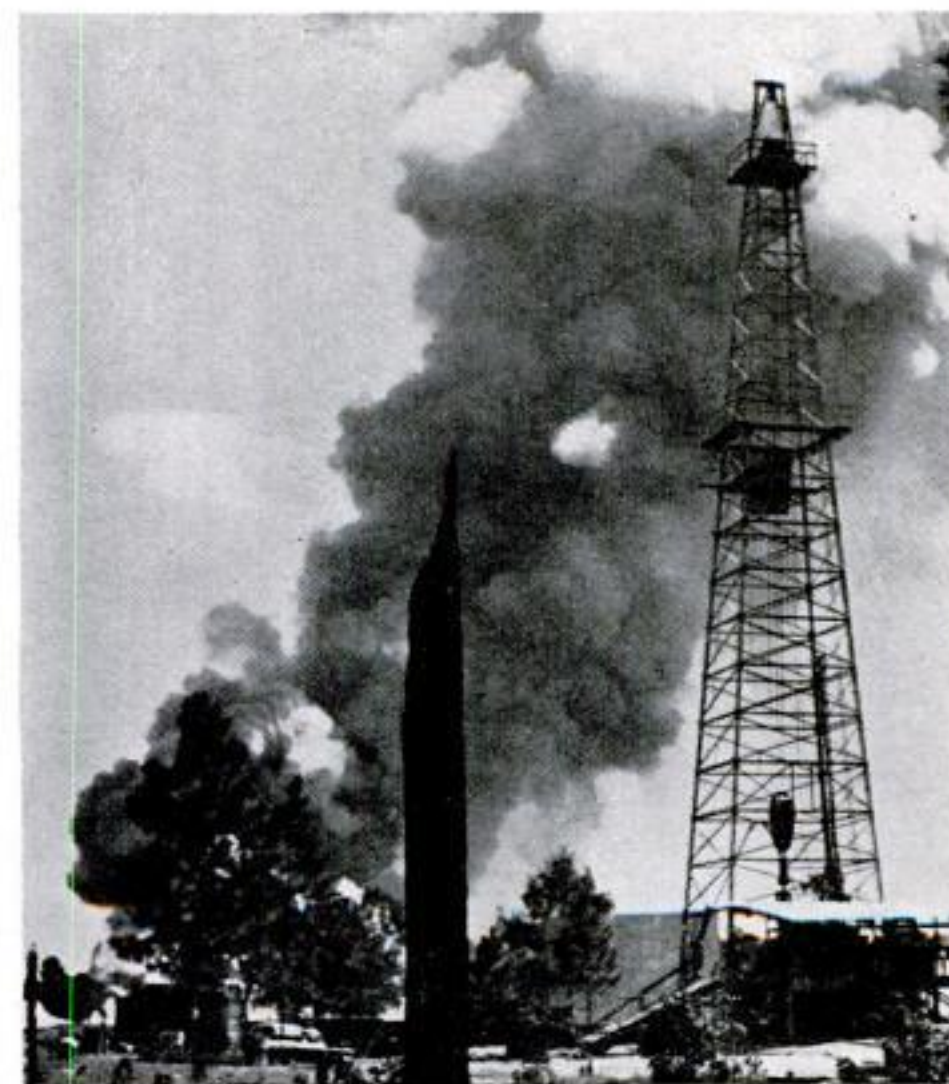
2 When they were down an uneventful 7,000 feet, the little water well in the right foreground above, commenced to spout gas and black oil. A few seconds

later the oil well itself blew in with gas, which concentrates above oil. The gas came out at a pressure of 40,000,000 feet daily, demolishing the derrick.



3 Two days later dread fire came, probably caused by the friction of a rock forced up by the continuing gas pressure through the steel casing of the well. Engineers

from the Eastman Oil Well Survey Co. were hurriedly called in to check the fire and the flow. At left you see Engineer Frank Kellogg, who was in charge of operations.



4 Sinking another shaft, they drilled a diagonal relief well 800 feet away. At 7,000 feet underground, this hole tapped the blowout well, deflected the pressure.

When an oil well catches fire, there are two main remedies which can be attempted. One is to swing a charge of dynamite out over the burning casing, which has previously been somewhat quenched by a stream of mud and water. The resulting explosion—with luck—blows away the fire. Then a man in an asbestos suit caps the casing. The other method, which requires great engineering skill and considerable time, was successfully used in the fire shown on these pages. A diagonal relief well was drilled clear down to the oil base of the burning well, to divert the oil geyser. The geyser doesn't burn until it gets up to the surface through the new, non-burning well. In the Houston Co. fire, after two months of drilling including night-work by the glare of the burning gusher (right), the burning well was tapped 7,000 feet underground.





LIKE SOME EARLY TRIASSIC MONSTER THE OIL WELL FIRE TOOK THIS SHAPE, WHICH ENGINEERS CONSIDERED A BAD OMEN

A CRATER SOON WAS FORMED FROM WHICH A 300-FOOT BLAZE WAS VISIBLE FOR 50 MILES AROUND



GIANT TEXAS OIL WELL BURN

Oil well fires are not uncommon in Texas, which with an annual production of some 427,000,000 barrels contributes nearly one-fourth of the total world oil output. Most likely cause of the Houston Oil Co.-Republic Production Co. conflagration was the forcing up of rocks through the pipe leading to the well by tremendous gas pressure. Small pipe attachments, known as a Christmas tree and connecting with the main casing at the top, are calculated to divert the force of this pressure before it assumes rock-spewing strength. In this case the device failed and presumably friction between a blown-up rock and the main pipe set off the crucial spark. The crater which you see at left was formed by an explosion between the water well whose spouting was the forerunner of all the trouble and the main oil well nearby.

Engineering skill and a certain amount of luck



THIS CLOSE-UP OF THE BURNING CRATER WAS MADE BY A PHOTOGRAPHER WHO STOOD BEHIND AN ASBESTOS SHIELD

THIS AERIAL VIEW SHOWS HOW THE TWO-MONTH OIL VOLCANO SPREAD AND ENGULFED THE HIGHWAY

TWO MONTHS, COSTS \$250,000

kept the East Texas oil fire from entailing any more expense than the \$250,000 which the damage and the relief well cost. The relief well was promptly spudded in once it was realized that the crater, nearly 400 feet across and some 300 feet deep, was far too large to permit capping the well. The new hole was drilled to a depth of 2,000 feet in a straight, orthodox way. Then Eastman Oil Well Survey Co. engineers drilled diagonally toward the wild well 800 feet away, using delicate instruments to help them determine the direction of the hole as it went down in a slanting curve toward the bottom of the burning well. Two months of drilling found them so accurate that, after four minutes of pumping water, circulation was established between the 2 wells at 7,000 feet. Choked off after 18 hours of high-pressure pumping, the wild well is now succeeded as a producer by the relief well which tapped it.





THE WE'RE HERE OF GLOUCESTER

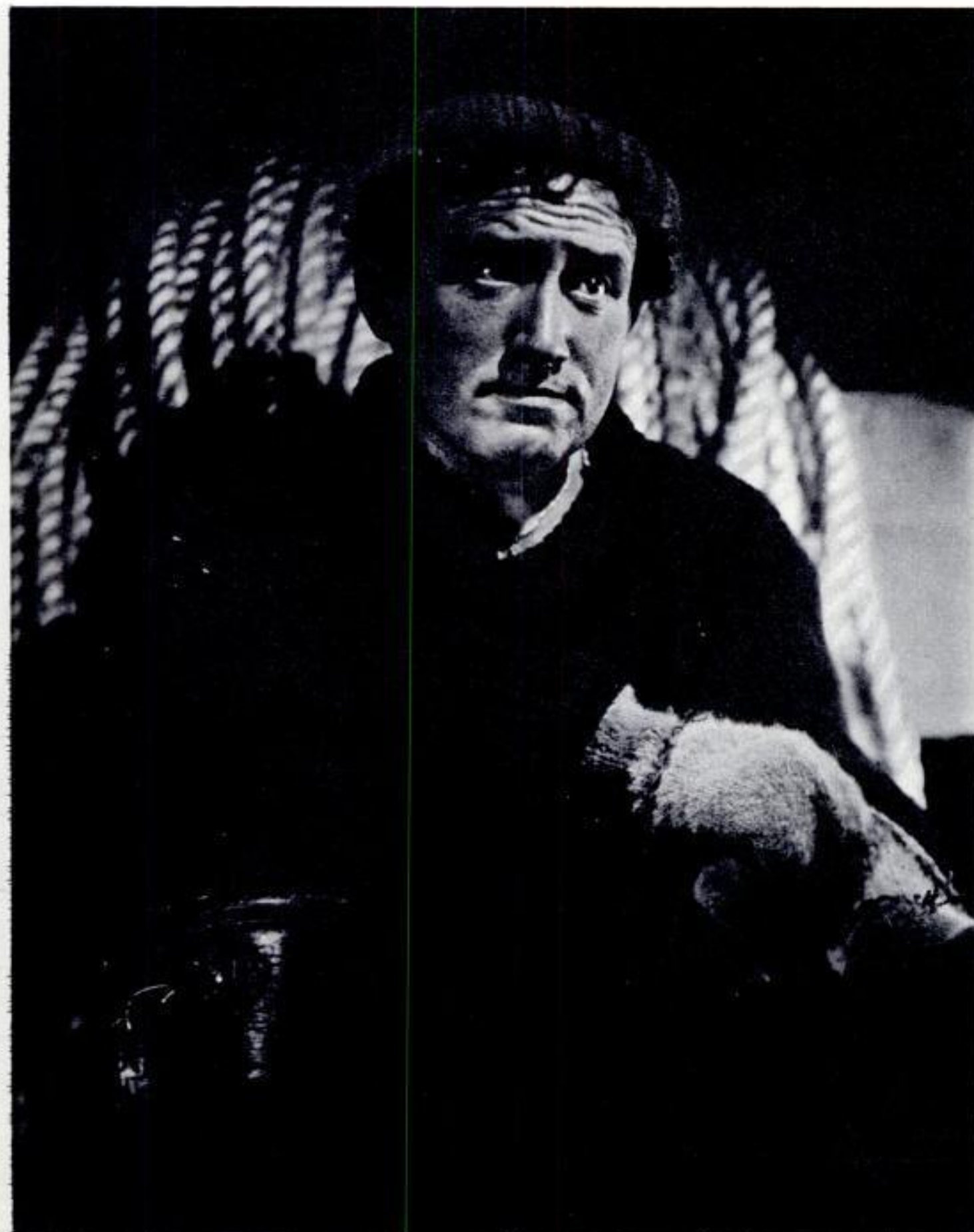


MOVIE OF THE WEEK: *Captains Courageous*

Less than 30 years ago, Gloucester, Mass. was the capital of the U. S. fishing industry. Thrice every year the men of Gloucester fared forth in sturdy schooners to fish the Grand Banks, the best fishing ground in the world. Each boat had its brood of dories, from which the fishermen worked with single line and hook.

Rudyard Kipling visited Gloucester in 1895 and gathered the ma-

terial for *Captains Courageous*. This story of a boy's adventures on the schooner *We're Here* has been Kipling's best-selling novel in the U. S. Now Metro-Goldwyn-Mayer has made a superb movie of it, with Freddie Bartholomew as the boy and Spencer Tracy as the Portuguese fisherman who becomes his friend. The picture above shows M-G-M's re-creation of the fishing fleet.



Spencer Tracy brings to the role of Manuel a magnificent characterization. This role is much more important in the movie than in the book. Manuel is the Portuguese fisherman who "knows how to feel good inside" and teaches the trick to the boy whom he rescues.



Freddie Bartholomew is Harvey Cheyne, spoiled millionaire's son, who becomes a little man, somewhat against his will, during three months on the *We're Here*. One step in the process is the occasion when he gets fresh and is slapped into a bin of cod by the captain.

FREDDIE BARTHOLOMEW ON THE "WE'RE HERE"

(continued)



1 Harvey Cheyne (Freddie Bartholomew), an obnoxious rich boy, is on his way to Europe. As his liner is crossing the Grand Banks, Harvey shows off by drinking six ice-cream sodas. He becomes violently ill, runs to the rail—and falls overboard.



2 Next thing Harvey knows he is sitting on a bunk with the smell of fish in his nostrils and a Negro cook offering him coffee sweetened with molasses. He learns that he is aboard the schooner *We're Here*, that he owes his life to a fisherman named Manuel.



3 Harvey's first impulse is to run on deck and order Captain Disko Troop (Lionel Barrymore) to take him to New York at once. "Well, naow," observes the Captain. "Maybe he'd like to be Captain, Dad," suggests the Captain's son Dan (Mickey Rooney, right).



4 Dan gives Harvey some clothes, inquires: "How did'ja ever fall off your boat in a flat ca'am?" "There was a storm," says Harvey, "and furthermore this is a dirty, rotten little boat and these are the worst clothes I ever saw. . . . This stuff itches."



5 Harvey is put to work in the galley. Some of the crew including Long Jack (left) fear he will be a Jonah, but Manuel (Spencer Tracy) takes a paternal interest in the "leetle feesh" whom he had rescued from the cold Atlantic. Harvey begins to like it.



6 When Harvey has learned to mend his manners, he is promoted to deck duty. "Thees bait," explains Manuel, holding up a small mackerel. "You cut heem up." Harvey nearly cuts his finger off but by now his great ambition is to be a fisherman like Manuel.

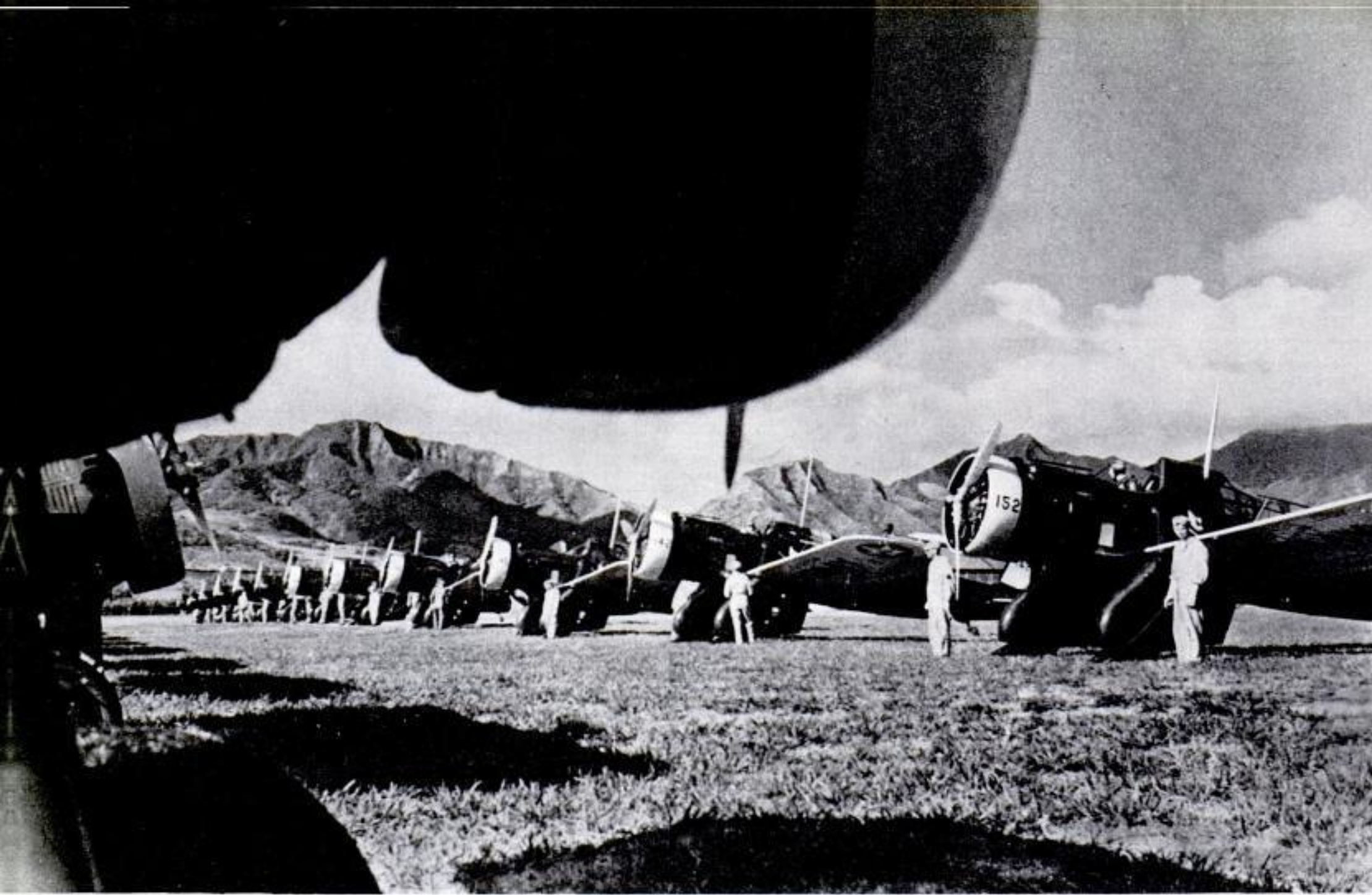


7 One day Manuel takes Harvey out in his dory and Harvey has beginner's luck—a huge halibut. Manuel is jubilant: "My leetle feesh catch feesh beeg as he is. Manuel and hees leetle feesh they beat everybody." Thenceforth Harvey is Manuel's dory-mate.



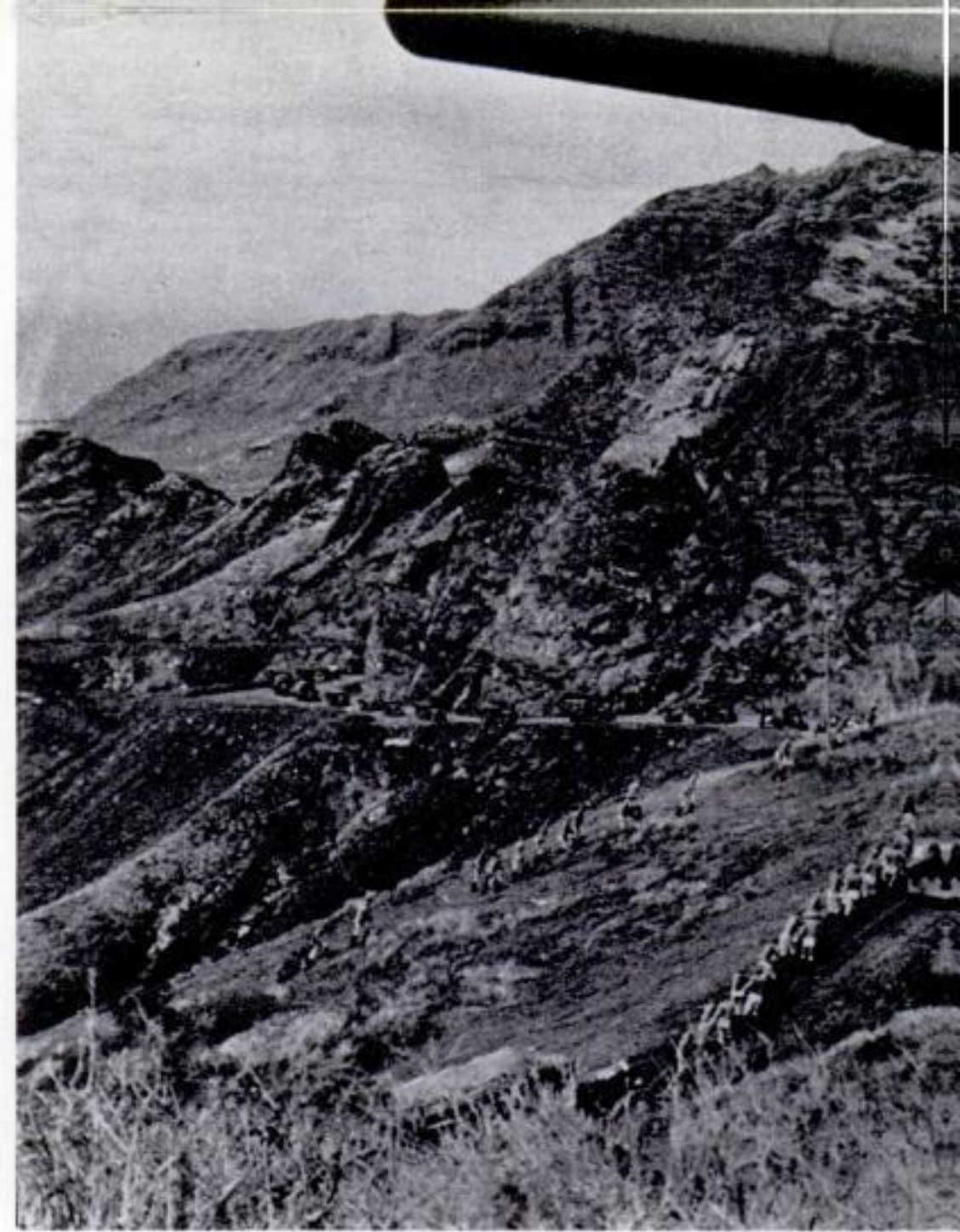
8 Loaded with a season's catch, the *We're Here* heads for Gloucester, racing a rival schooner. The race has been filmed with all the ingenuity of the movie camera, partly at sea and partly, as in the scene above, in a huge tank at the studio. The

We're Here, carrying every inch of canvas, and heeled over until her decks are almost vertical, flies past her rival. But the strain is too great. As Manuel goes aloft to furl the fore tops'l, the topmast cracks and thunders down, leading to a gallant ending.

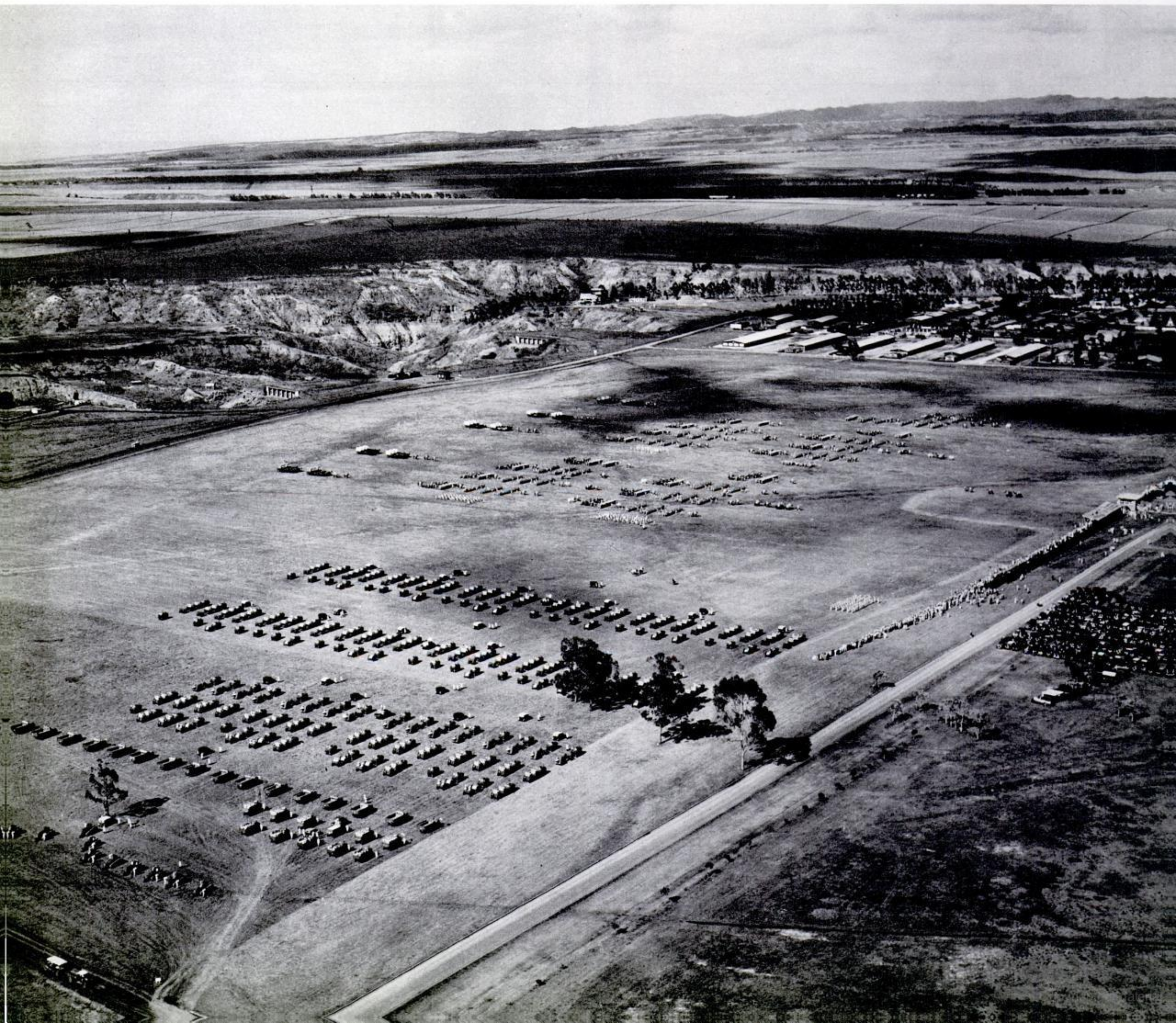


Some 175 planes are ready to defend the Hawaiian Islands against an attacking enemy. There are pursuit planes to fight the enemy's planes, observation planes to spot his fleet,

and bombing planes to bomb it. Above are two squadrons of attack planes, with aerial poles and standard, three-blade propellers, at Wheeler Field on Honolulu's Oahu Island.



Biggest concentration of U. S. troops is at Hawaii's Schofield Barracks (below) on Oahu Island looking west across the Pacific. On parade below are small tanks, trucks, tractor-drawn guns and



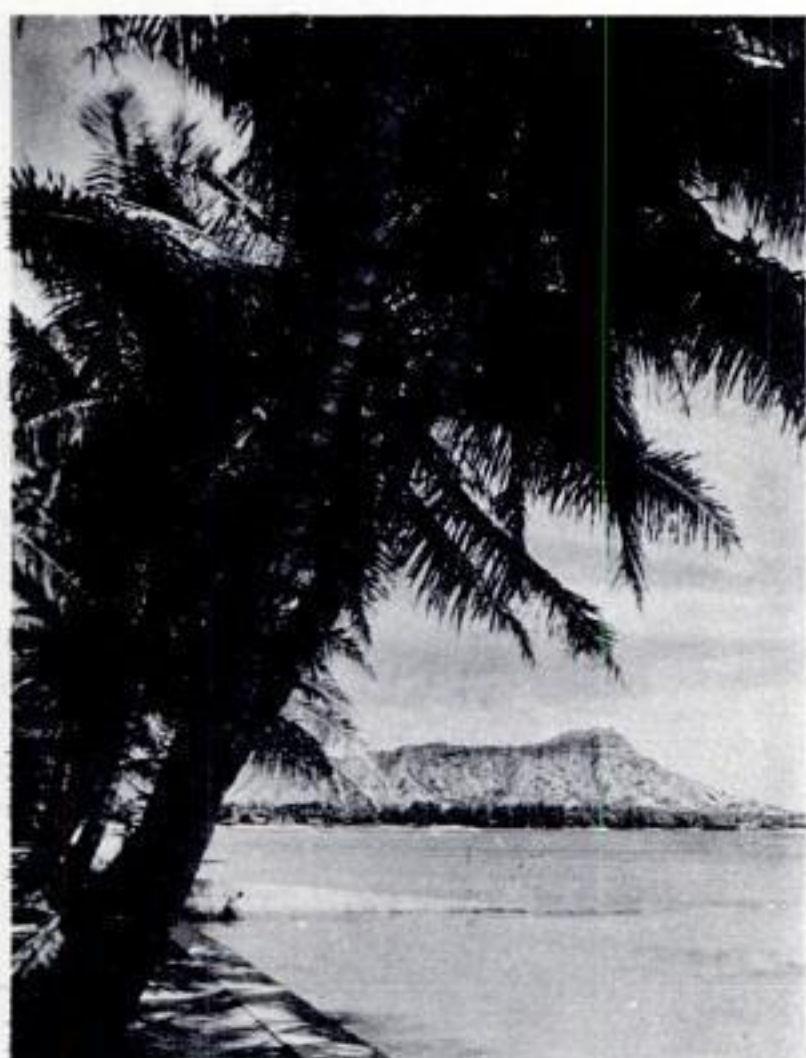


troops. The big gun above is a 155 mm. GPF (meaning *Grande Puissance de Feu*) for long-range work on an approaching fleet. The howitzer climbing the hill is like those shown right centre.



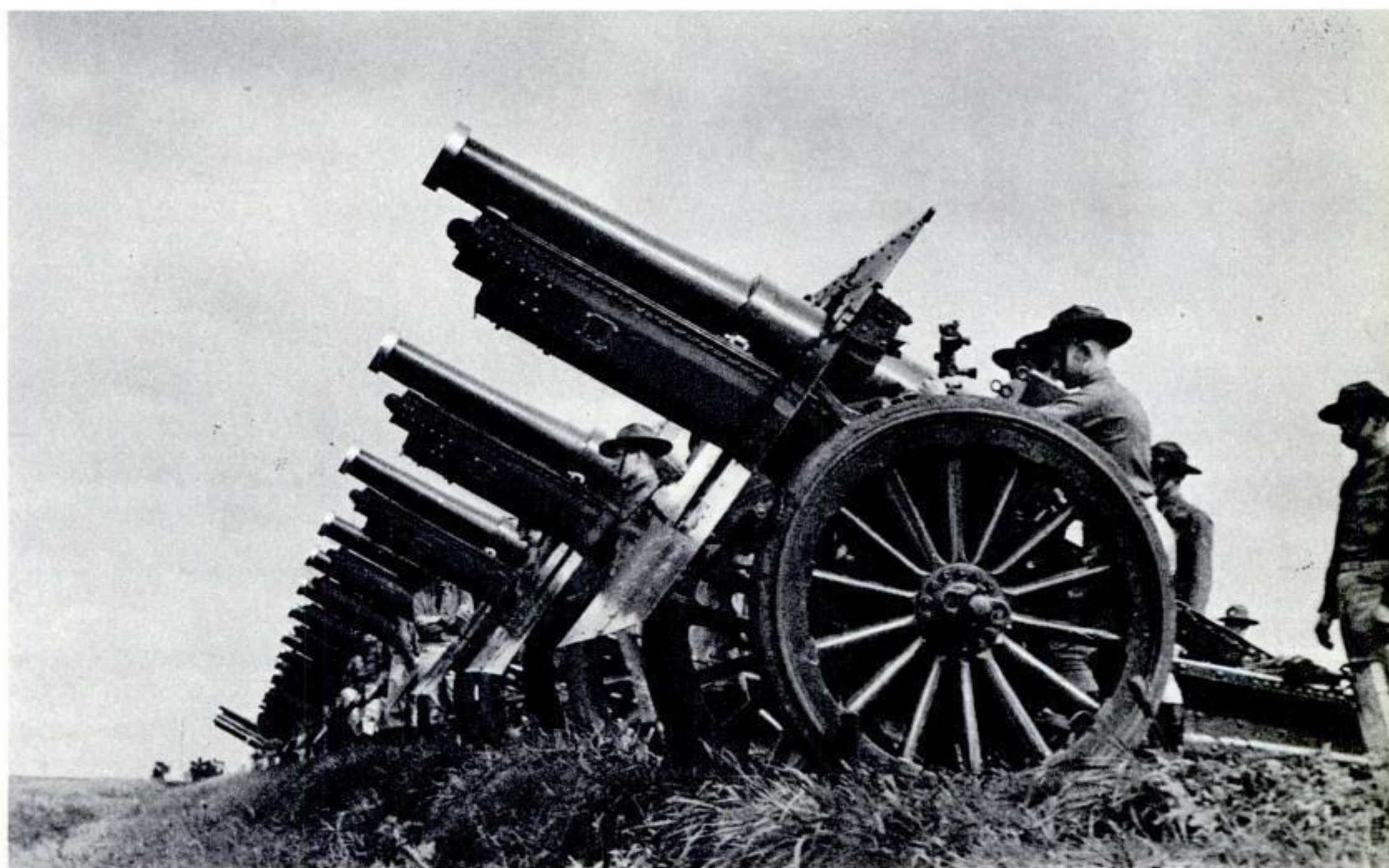
Commanding officer of Schofield Barracks is Major General Andrew X. Moses (*above*) whose forces must co-operate with the Separate Coast Artillery, under the high command of

Major General Hugh A. Drum. The relief map shows the north half of Oahu Island and, under the General's chin, the plain on which lies Schofield Barracks. Honolulu is 20 miles southeast.



AMERICA'S DEFENSE IN THE PACIFIC

Most of the U. S. Navy's worries centre around the Hawaiian Islands. Right now the Navy is steaming toward Hawaii for annual maneuvers (*see map, next page.*) In case of war with Japan, the Pacific's only rival sea power, the Navy will thus race for Hawaii and its great Pacific base. To defend Hawaii in the improbable chance that the Japanese Navy might get there first is the job of the U. S. Army, which has a full division, without cavalry, at Schofield Barracks on Oahu Island—its biggest peace-time concentration. Fixed guns at Diamond Head (*above*) and Barbers Point guard the approaches to Honolulu Harbor. Otherwise the Army must be motorized to repel an attack anywhere along Oahu's coast. It will effectually abandon the other seven big islands in case of war. For the only part of the Hawaiian Islands it must hand over to the U. S. Navy is the Navy's base at Pearl Harbor on Oahu Island.



The Eleventh Field Artillery lined up 155 mm. howitzers (*above*) for LIFE's cameraman. Against an invading enemy, these fire over Hawaii's mountains, plop shells on the beach.

The 55th Coast Artillery plant a 155 mm. GPF long-range gun overlooking Schofield Barracks. Most Hawaiian artillery is mobile to defend any point of Oahu's 160-mile shore line.



PACIFIC PROBLEM



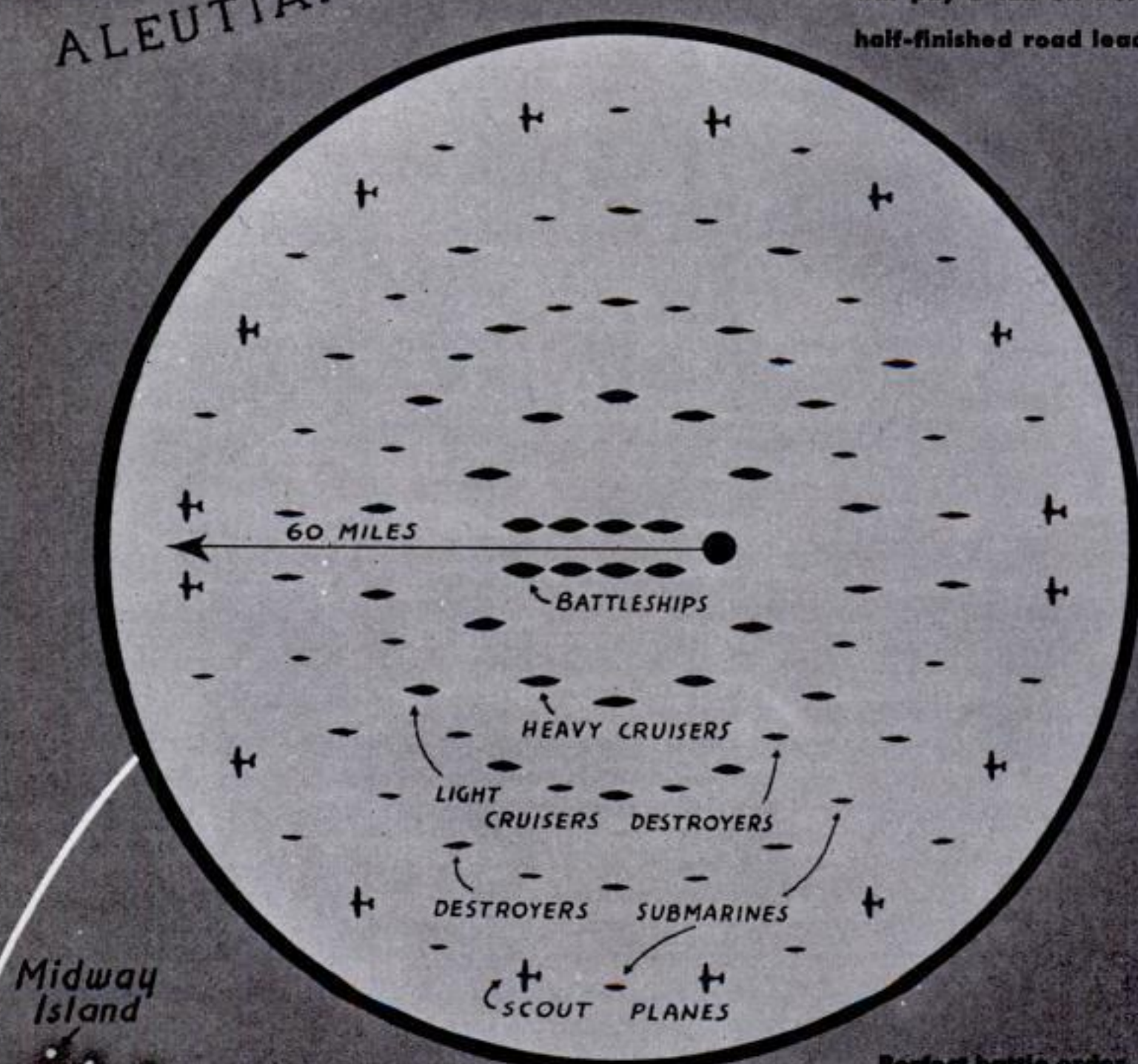
This is the shape of Oahu, key island of the Hawaiians, into which the U. S. has poured over \$100,000,000 to construct a mid-ocean Gibraltar to defend the Pacific Coast. Oahu's Pearl Harbor can squeeze in the whole fleet and a new big base at Kaneohe Bay is now proposed.

The Pacific Ocean, mapped at right and upper right, is an arena for constant imaginary battles for the U. S. Navy. The latest, beginning April 16, is called by the Navy, "Problem XVIII." Then 139 war boats will attack the Hawaiian Islands, divide into two fleets, "Black" and "White," and attack one another. The main thing to know about a modern navy is that it is tied, as by an anchor chain, on a radius of some 1,500 miles from its supply bases. The U. S.'s first Pacific line of defense is thus the arc shown on the map fanning out of San Pedro, Calif. A fleet can safely advance beyond that arc only after it has established an "advance" base. The U. S. defense is to hold Hawaii and keep an attacking fleet from being based there. The arc of possible operations fanning out from the Hawaiian Naval base of Pearl Harbor barely crosses the International Date Line (called "The Fence"). If the U. S. Fleet moved to attack Tokyo it would take years to seize and build supply bases on beyond. On the other hand, impossible in defense of the Asiatic mainland, Japan's offense arc does not nearly reach the International Date Line as shown in the map at upper right, and Britain is chained to Singapore. The map at upper right also shows the conceivable routes of Pan American Clipper planes.

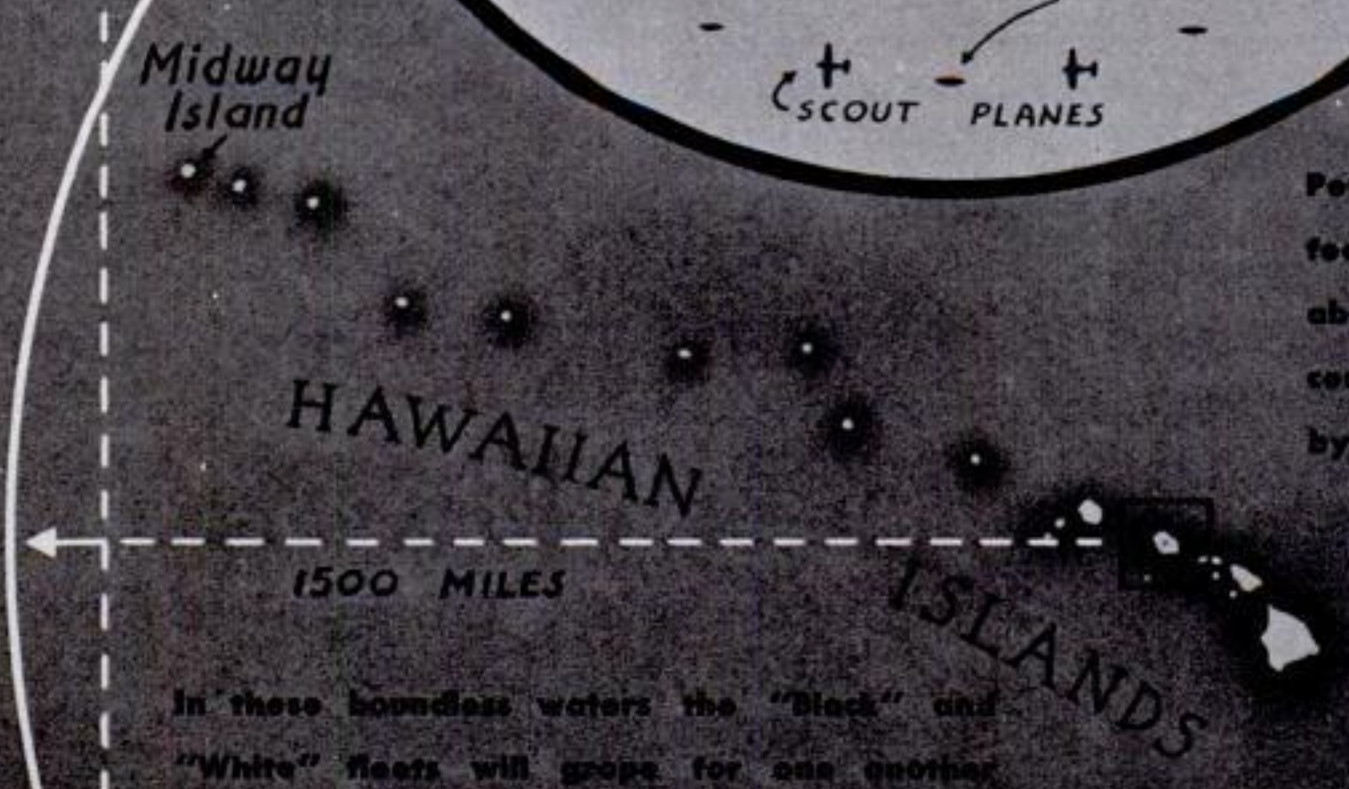


Alaska's prime defense is heavy fog every month of the year except August, dangerous reefs and treacherous, changeable currents.

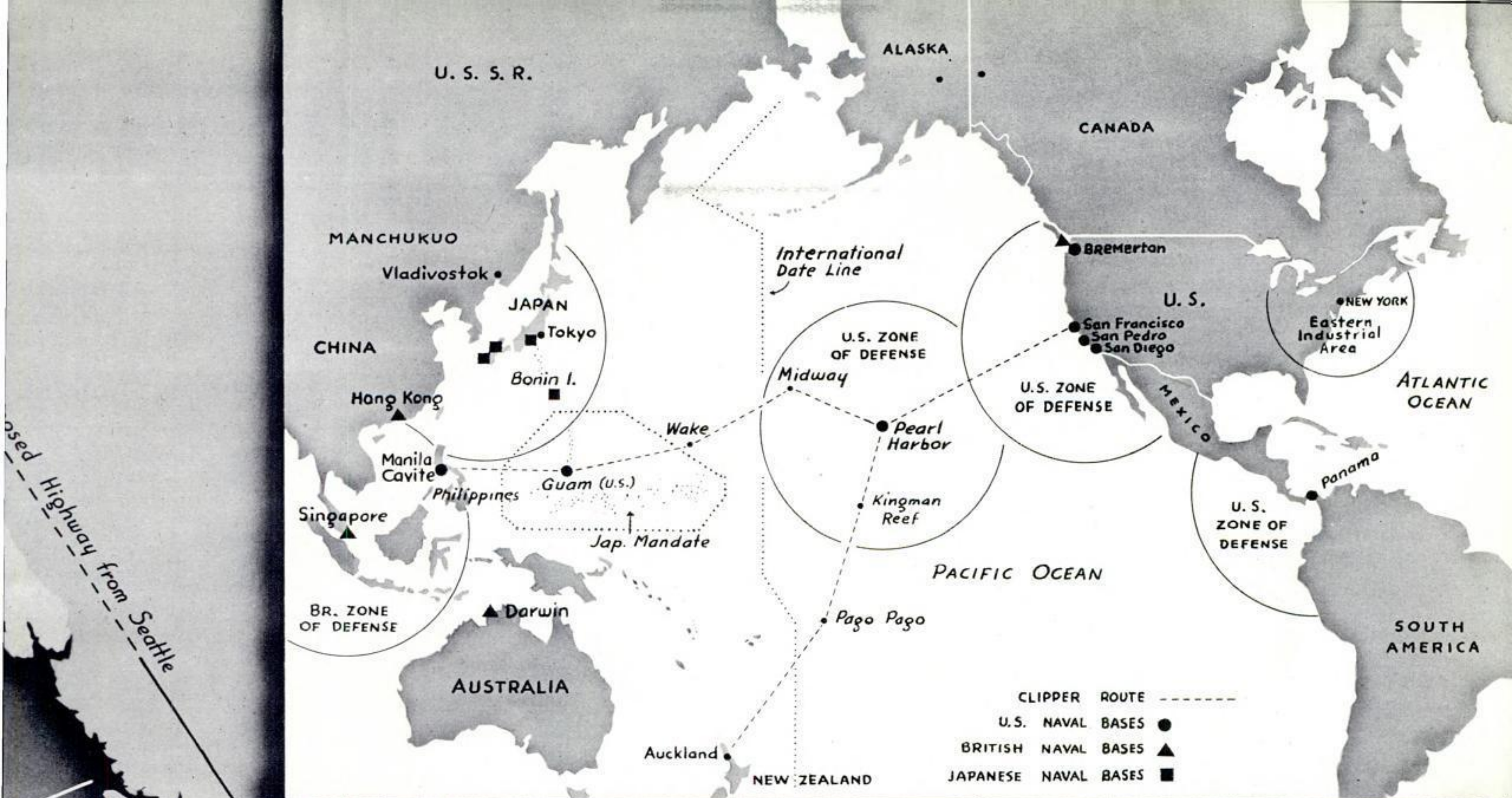
The U. S. planes bases in the Aleutians which stretch out strategically midway between Japan's islands and the American mainland. Next month a squadron will pay a call on Dutch Harbor, Unalaska. A new half-finished road leads from Seattle to Fairbanks.



Perfect battle order, rarely feasible in battle, is shown above: the battleships in the centre of the web followed by the slow supply ships.



In these boundless waters the "Black" and "White" fleets will grope for one another with planes, join sham battle. In practice Japan's fleet could not safely venture within 2,500 miles in case of war. Oahu Island (right) is the world's most intensively defended point.



osed Highway from Seattle

Seattle
Bremerton

San Francisco

San Pedro
San Diego

New York

1500 MILES

San Pedro, whence 139 warships and 447 planes set out for maneuvers on April 16, is not the chief U. S. west coast Naval base. These are at Bremerton and Mare Island, which can each take in the entire fleet and repair five big ships at a time.

A. Petrucci

PRINCIPAL TYPES OF U. S. FIGHTING SHIPS



Four aircraft carriers, weighing 11,000 to 33,000 tons, carrying in all 277 planes.



Fifteen battleships, weighing up to 33,400 tons, carrying 16-in. guns and heavily armored amidships.



Ninety submarines, from 480 to 2,700 tons, of which 54 are over-age.



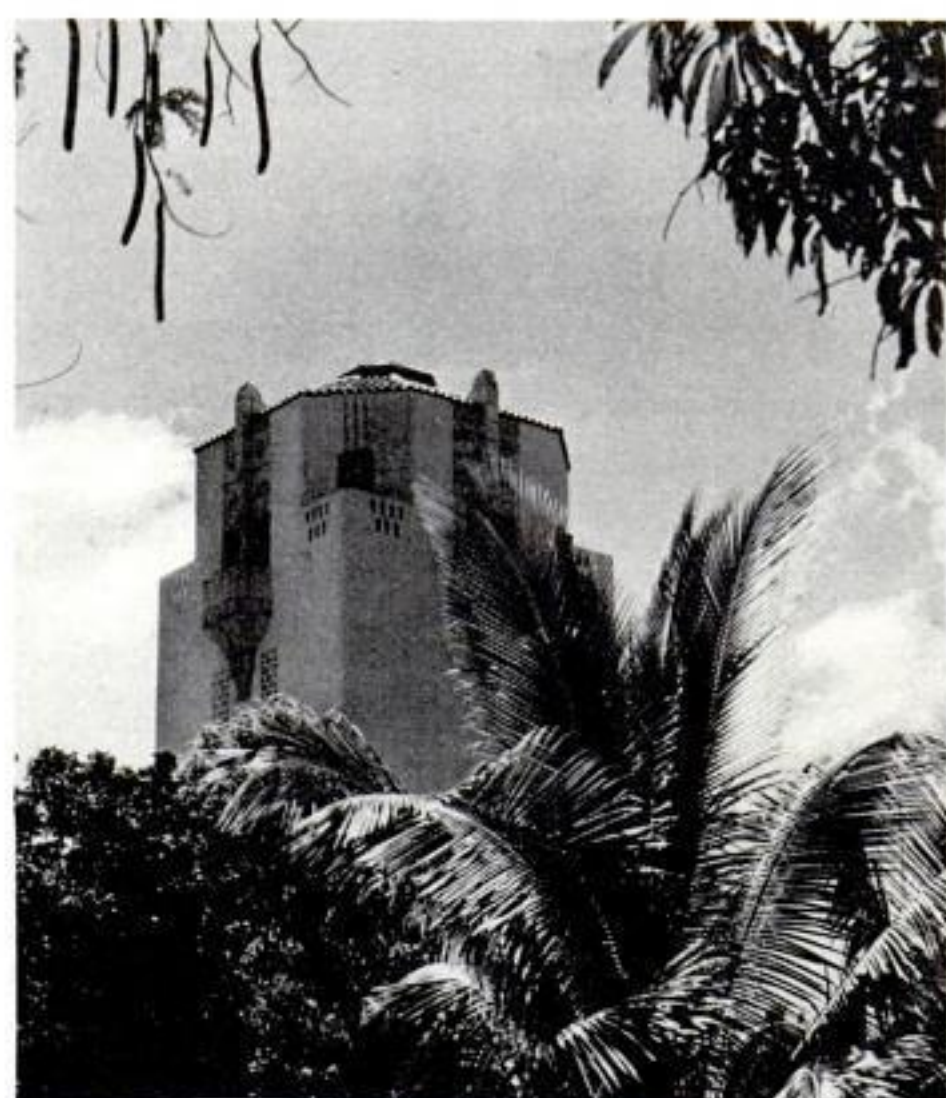
Twenty-seven light and heavy cruisers, 7,000 to 10,000 tons, carrying 6- and 8-in. guns.



One hundred ninety-two destroyers, from 1,000 to 1,800 tons, carrying 4- and 5-in. guns. Most of these were built during the War.

HAWAII MAKES THE U. S. AN EMPIRE

The U. S. gets the profits and alien races have the fun



HONOLULU'S CITY HALL

The U. S. Government three years ago granted the Philippine Islands eventual independence in 1946. That left Hawaii the No. 1 U. S. empire in the Pacific. The U. S. Navy could not defend the Philippines in case of war. It urgently needs Hawaii to keep a Pacific enemy at least 4,000 miles away from the coast of the U. S. mainland. That means that Hawaii will never go the way of the Philippines so long as the U. S. can hold onto it. It is already a U. S. territory, not a colony. Its citizens elect a Delegate to the U. S. Congress who may debate at



THE ONLY U. S. THRONE

Washington but not vote. They also elect a Territorial legislature every two years. The legislature meets in the old palace of the last Kings of Hawaii whose throne is mirrored in the picture above. The sprawling islands are divided into five counties. The City and County of Honolulu (the islands' biggest city) are run from the tower at top. Since the County of Honolulu takes in all offshore islands not included in the other counties, it is theoretically 2,500 miles long, the world's longest county.

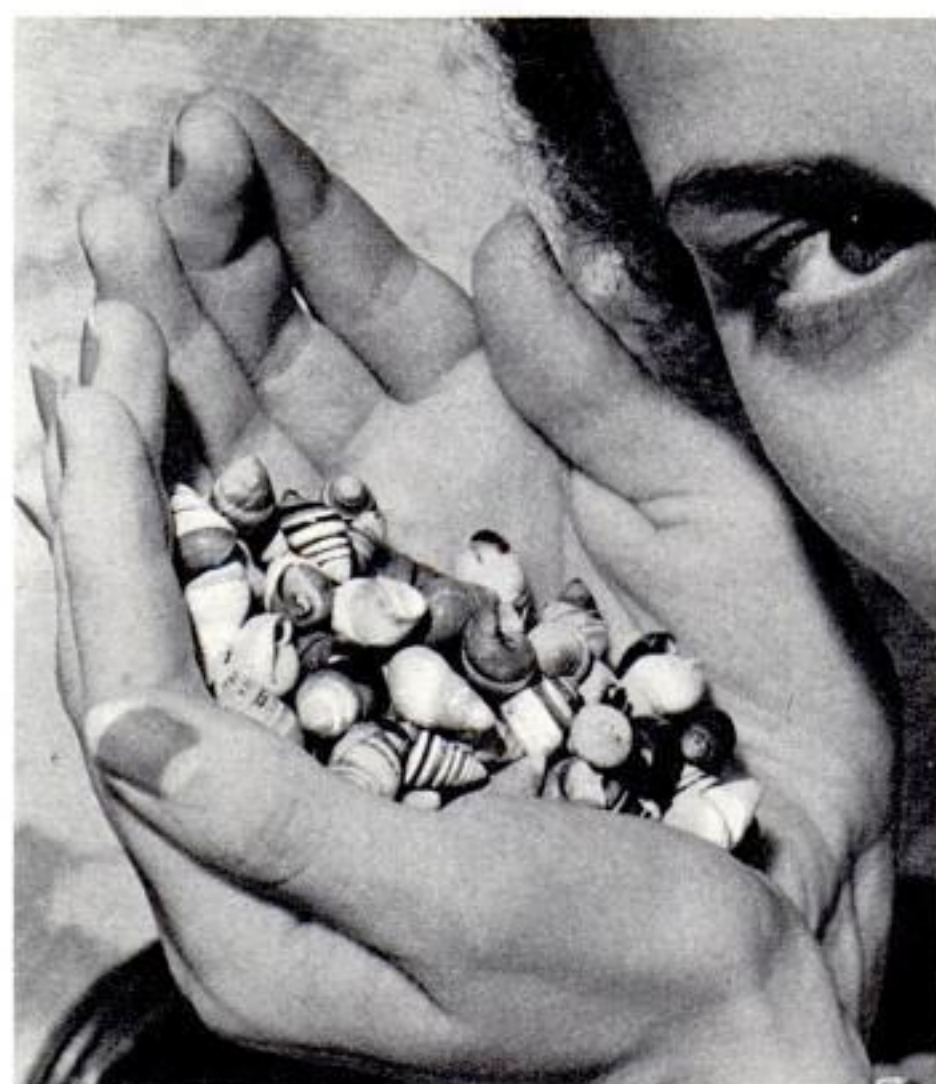
The story of the native Hawaiians' experience of white men is supposed to be tragic. Actually the Western Powers managed to restrain themselves for 120 years from annexing Hawaii. Troublemakers were pirates, escaped convicts and miscellaneous adventurers. But Christian missionaries early won a good reputation for the West among the Hawaiians, married their princesses and helped with the Government. In 1826, the Hawaiian chiefs turned Christian, soon afterward turned democratic and Christianity and democratic ideals worked down-



OLD JAPANESE WORSHIP AT A SHINTO SHRINE

ward to the people. Having refused twice to annex the islands, the U. S. in 1898 accepted them in the imperialistic mood following the Spanish-American War.

U. S. businessmen found, when they arrived, that they needed cheap labor to develop the islands. The Hawaiian race had not been able to stand the white man's diseases. U. S. Business imported first



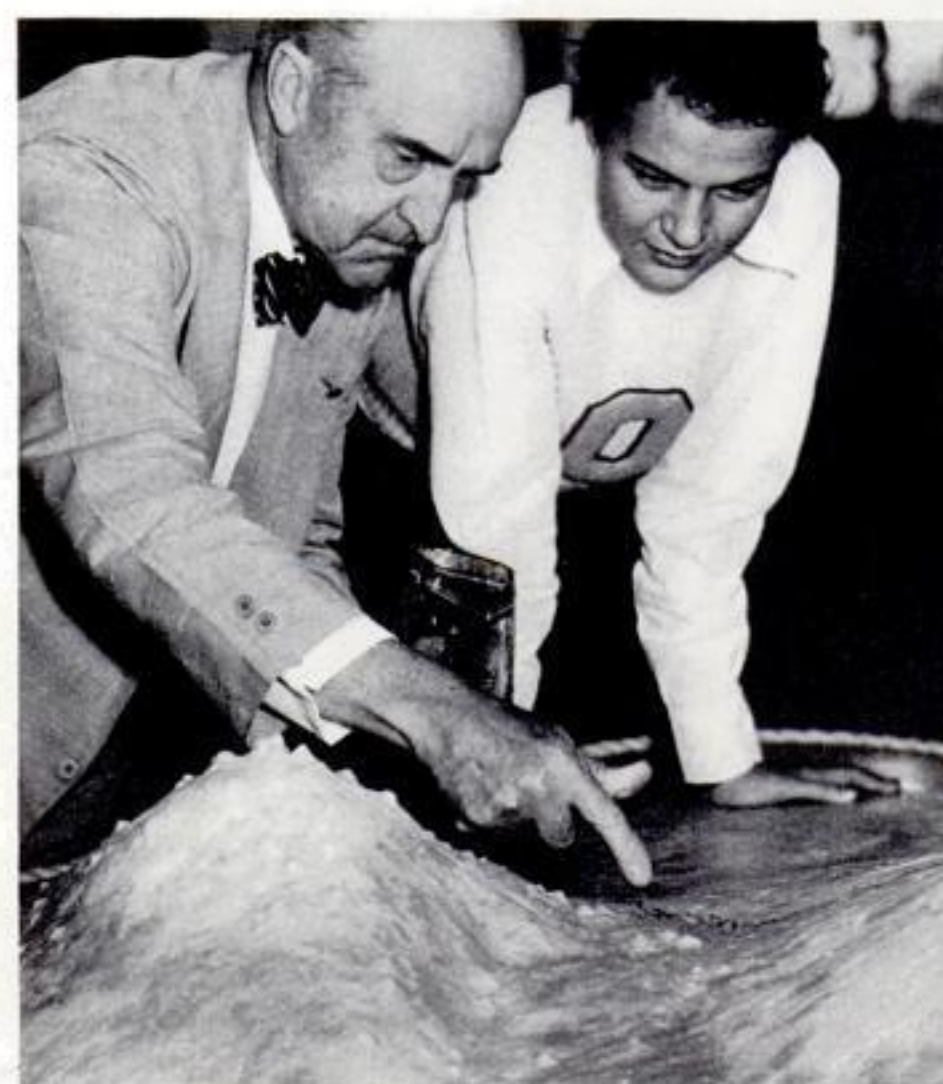
UNIQUE LAND SHELLS (ACHATINELLA)



UNIVERSITY OF HAWAII R. O. T. C.

Chinese, then Japanese, then Chinese again, then Germans and Swedes, then Portuguese, then Japanese again and finally Filipinos. Today these races and their Hawaiian descendants total 360,000. Of them 45% are Japanese; the remaining fifths are about equally divided among whites, Polynesians (pure and hybrid) and other Orientals. Yellow peril addicts claim that the islands are full of Japanese spies (true) and that the whole Japanese population would march on the U. S. Army in case of war with Japan (not true). Actually the children of Hawaiian immigrants tend to break with their parents and turn enthusiastically American, Christian and democratic. Races intermarry indiscriminately. Girls prefer Chinese as husbands, because Chinese men do the cooking. The saying is: "A white man's wife smells of smoke; a Chinese man's wife smells of sandalwood."

Rich white men, however, live more handsomely in Hawaii than anywhere in the U. S. Their houses would all be show places anywhere else set in the violent scenery and outrageous vegetation of Hawaii. For Hawaii has spawned more freak varieties of life than any comparable area on the planet. From the land shells at lower left the study of evolution was enormously advanced. And by volcanic eruptions, the biggest and youngest of the islands, Hawaii, is still building itself up. Below is the able Director of the Volcano Observatory, Dr. Thomas Jaggar, showing a girl assistant the course of the lava flow from a model of Mauna Loa that crept up on the city of Hilo for three months in 1935.



VOLCANOLOGIST & VOLCANO

THE AWAKENING OF MR. & MRS. RIP VAN WINKLE, JR.

I THINK it was in 1930 that our great sleep started. It was just a week ago that we awoke!

Yes, we had gone to sleep as far as progress in our lives was concerned. We had become content to go along, to be satisfied with something less than the best things in life. We didn't realize it, but "doing without" had become a fixed habit.

And then, as I said, we woke up!

Do you know what opened our eyes? A picture of the new Packard Six.

"Look," I said to Janet, "we actually can afford a Packard. Let's snap out of it. Let's start having fun again. Let's get some of those fine things we used to dream about."

"Great," said Janet. "And what's better to start with than a Packard?"

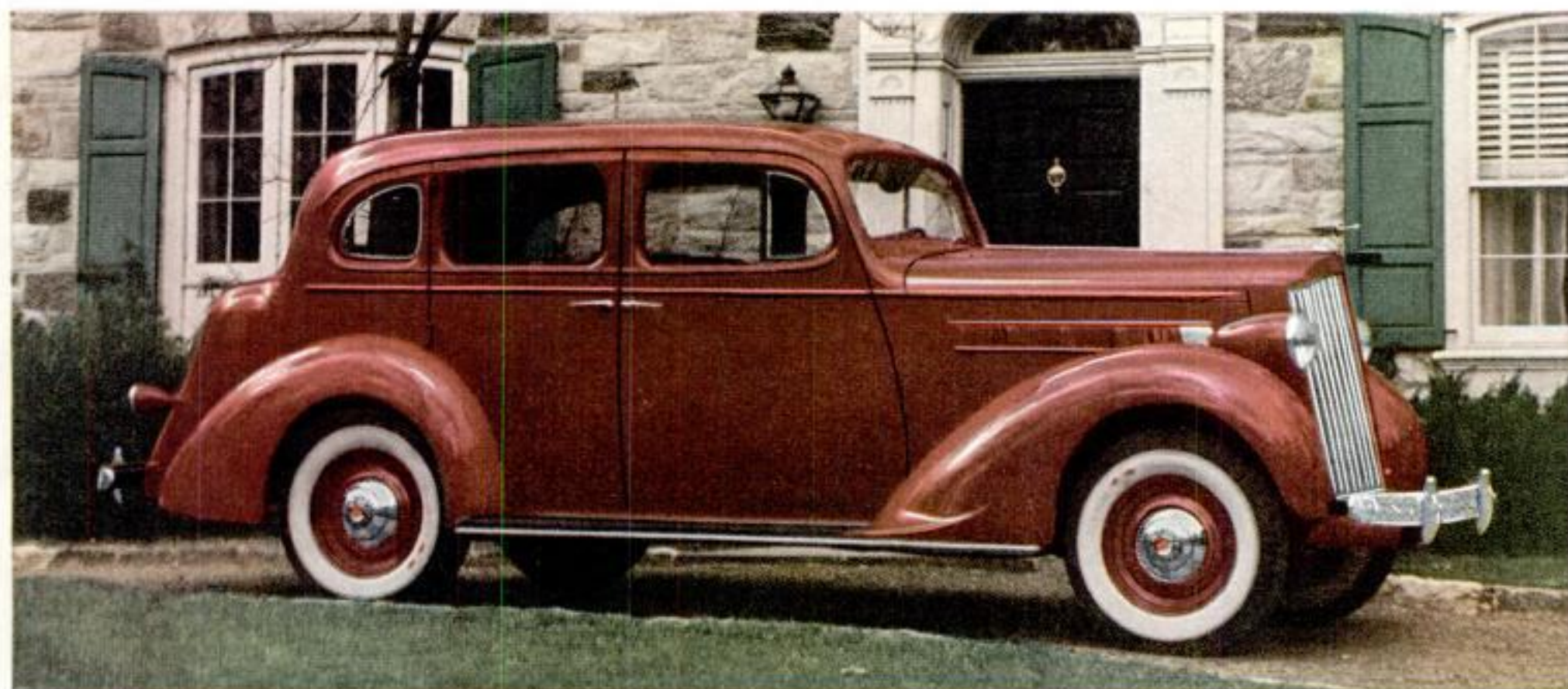
So, down to the Packard showroom we marched. "Let's see that new Packard Six." Our hearts beat a little faster as we saw it was a *real* Packard, with the traditionally beautiful, easily-identified Packard lines.

We drove it. And thrilled like a couple of kids at the way it responded—getting away like a deer, taming the bumpiest roads, turning on a dime, practically parking itself in tight places.

We came back to the Packard showroom and said, "Wrap it up. It's ours!" And so... our dream has come true—we own a Packard!

How about you?

If you haven't yet shaken the habit of "doing without," why not decide to do it right now? Get that Packard you've probably dreamed of owning since you were a youngster. See the great new Packards. Drive them. Be the man who owns one!



PACKARD

PACKARD 120 ★ PACKARD SIX

Let your Packard dealer give you complete price information and tell you the easy terms by which you can own a Packard. Ask for booklet, "The Business of Buying and Owning a Motor Car," an invaluable guide in the selection of any car.

ASK THE MAN WHO OWNS ONE

The car illustrated is the Packard Six Touring Sedan

Now see America

TO South America

Modern Grace Line "Santa" ships sail to South America from New York every week—from California every other week. Cruises include 32 day trips to Lima, Peru; 39 day tours to Cuzco and the interior of Peru; 39 day cruises to Valparaiso and Santiago, Chile. Stop over privileges permit visits to the Chilean Lake Region and Buenos Aires. En route Panama Canal, Havana and 12 to 17 other Caribbean and South American cities. Connections at all ports with Pan American-Grace Airways (flying time Santiago to New York 4 days, from other points proportionately less).

BETWEEN
NEW YORK AND

California
OR MEXICO CITY

Grace Line presents fortnightly cruises and rail-water trips between New York and California or Mexico City—the only cruises visiting en route Colombia, Panama, El Salvador, Guatemala, Mexico, and, eastbound, Havana. These splendid Grace "Santa" ships offer all outside staterooms with private baths; outdoor, tiled swimming pools; light, airy dining rooms high up on promenade decks; Dorothy Gray Beauty Salons and pre-release talking motion pictures. One of these luxurious Grace "Santas" sails every two weeks from New York and from San Francisco and Los Angeles.

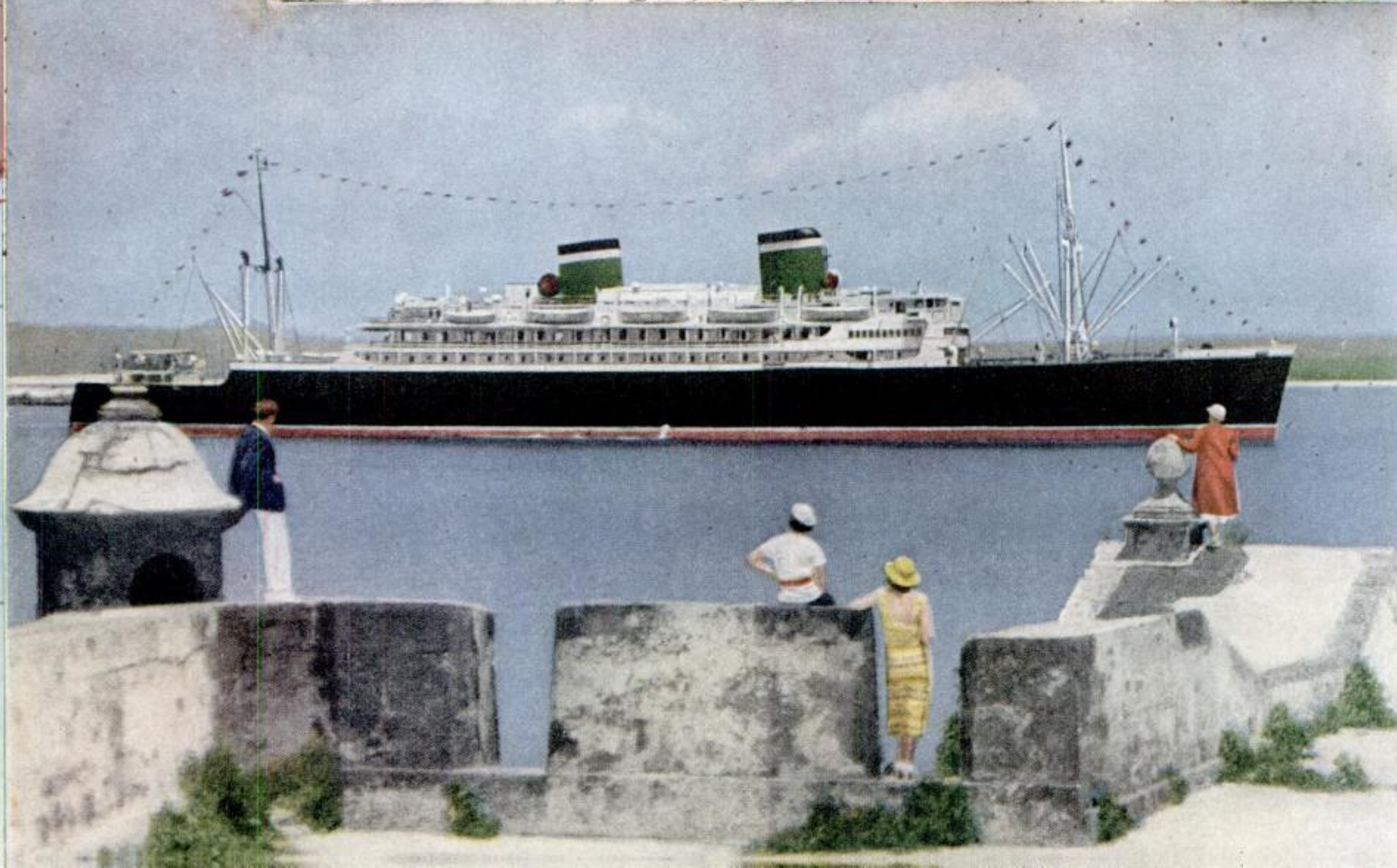
FOR FULL INFORMATION, ILLUSTRATED LITERATURE, ITINERARIES, FARES AND ALL-EXPENSE CRUISES, CONSULT YOUR TRAVEL AGENT OR GRACE LINE, NEW YORK, BOSTON, PITTSBURGH, WASHINGTON, D. C., CHICAGO, SAN FRANCISCO, LOS ANGELES, SEATTLE



by Grace Line



On Lake Todos Los Santos, Chilean Lake District—A natural color photograph made by Ivan Dmitri in October (springtime below the Equator where our seasons are reversed).



Modern Grace "Santa" liners visit Cartagena while en route between New York and California or Mexico City.



★

*You'll like the keen,
brisk flavor of a DRY
whiskey and soda*

★

TRULY a gentleman's drink—whiskey-and-soda! And it calls for a gentleman's whiskey. We mean a dry, forthright whiskey—in short, a whiskey like Paul Jones!

For Paul Jones, straight or in mixed drinks, is pleasantly dry—deep-bodied and hearty, yet without a trace of sweetness. And it's this quality of dryness that gives any drink its *tang* and its brisk flavor.

In the clean-flavored dryness of Paul Jones, too, we believe you'll find one of the many reasons for its enviable renown as "A Gentleman's Whiskey" since 1865.

★ ★

**A BLEND OF STRAIGHT WHISKIES —
92 PROOF**

★ ★

Frankfort Distilleries, Incorporated, Louisville & Baltimore, makers of Four Roses (90 Proof), Old Oscar Pepper brand (90 proof), Mattingly & Moore (90 proof) — all blends of straight whiskies. Also Paul Jones Four Star Gin (90 proof), distilled from 100% grain neutral spirits.

Paul Jones
A GENTLEMAN'S WHISKEY
SINCE 1865





DIAMOND HEAD NEAR HONOLULU: THE VOLCANIC HAWAIIAN COAST SLIPS PAST A LUMBER LOADED FOUR-MASTED SCHOONER

THE NATION'S PARADISE: A PORTFOLIO OF HAWAII



Some 25 liners annually bring 20,000 U. S. tourists to Hawaii, "America's Paradise," constituting the third biggest industry, tourism. Biggest: sugar and pineapples.

The Hawaiian Islands are a sufficiently amazing piece of property to be called "Paradise." Two thousand miles from any other sizable land, they rear sheer out of an ocean deep three miles down, marking a row of explosive volcanoes. The westward shoals and reefs were the first Hawaiian Islands, since worn away through countless ages by erosion. The eight present islands are still building themselves up by spewing lava, will presently erode away into the sea. Measuring from ocean bottom, two of the volcanoes, those called Mauna Loa and Mauna Kea on Hawaii Island (the biggest), are strictly the world's biggest and highest mountains.

The life on these lonely islands is a naturalist's dream. Most of the plants (83%) are found nowhere else on the planet. One kind of violet grows only in an area of a few square yards. There were no harmful insects until white men brought such importations as the sugar-cane leaf hopper, cutworm, fruit fly, mosquito, termite and flea. There are still no snakes. Finally, the great mountain masses give the islands an enormous variety in wind, temperature and rainfall. Of this paradise, U. S. Business has made a paying and pleasant civilization. Half a dozen "subject" races live in such harmony that even Japanese try to be just like their Polynesian, Chinese and Filipino cousins by marriage.



Polyglot races are less distinguishable when the boys all get in trunks and dive off Honolulu docks. These boys are of six races, will mostly marry girls of other races.

HAWAIIANS ARE RELAXED

Hawaii, like the southern U. S., is a place where the white American is a ruling race. But American bustle is considerably softened by the same climate that made the original Hawaiians amiable, lazy, fearless and intelligent. Hawaii seems to moderate man's ambition, greed and fear. It has already gone far to convert successive immigrant waves of Chinese, Japanese, Portuguese, Filipinos and more Japanese to the easygoing Hawaiian way.

The beautiful town on the opposite page is Wailuku, set inland on Maui Island (second biggest) at the entrance to Iao valley which curves five miles into the superb canyons of West Maui Mountains. Here white men irrigate the once-barren interior with water brought from the windward slopes of East Maui Mountains. Sugar cane fields begin right outside the town. Both white and brown men go to the Christian church whose spire can be seen. The big white building in the centre of town is a warehouse. Off the left of the picture is the field of a famed Hawaiian battle. Nearby are pineapple and cattle farms, pheasant shooting, a fine school, a country club, the Maalaea airport, a sanitarium.

What tourists expect are grass skirts, flower chains and the hula, here provided by Professional Dancer Pearl Alama.



Hawaiian for stomach is "opu," provided by Wrestler "Man Mountain" Dean and ex-Olympic Swimmer Pua Kealoha.



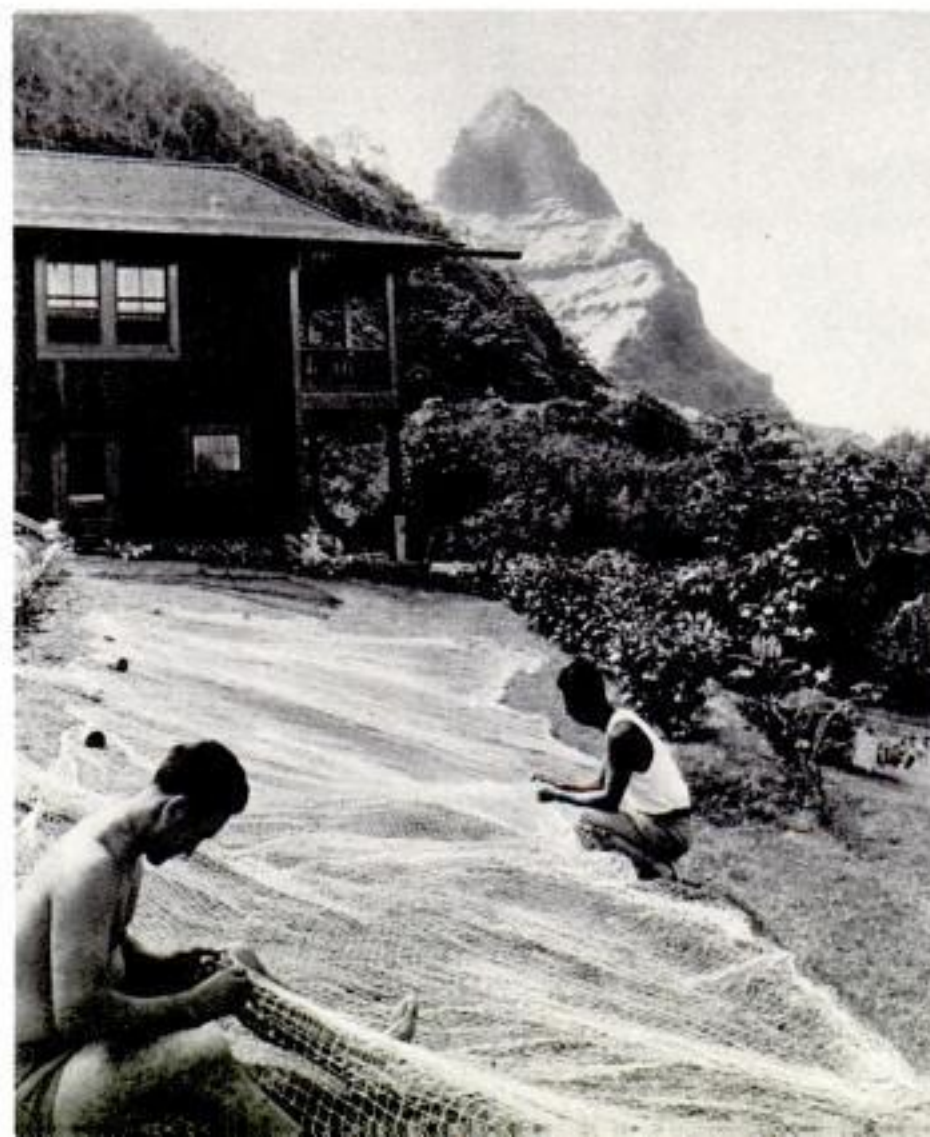
The coconut, being spooned out in its soft fresh state by Eddie Cantor in a publicity pose, is not native to Hawaii.



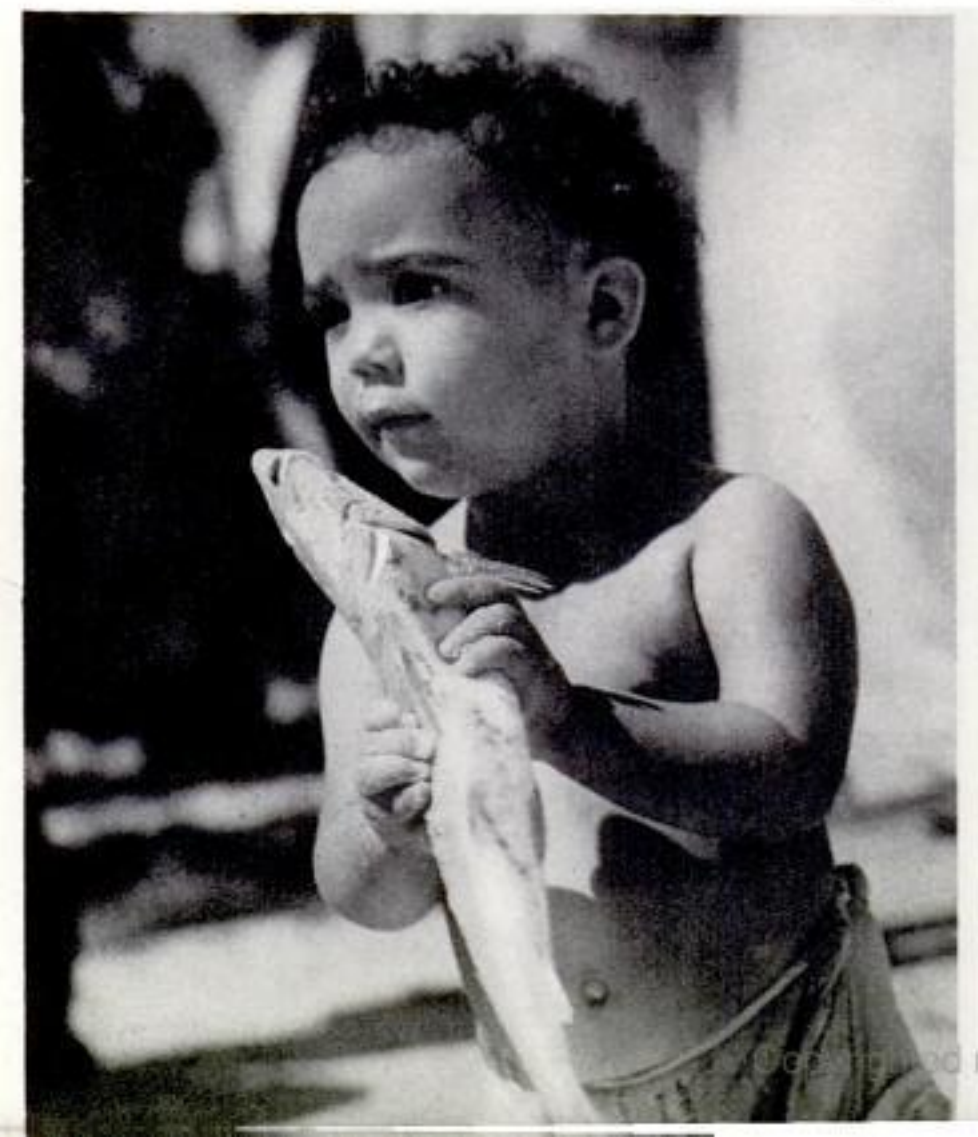
Spearing fish at night, at which Hawaiians have always been skilful, is improved by a modern air-pressure torch.



Crack seamen are the Hawaiians, here mending their nets, which annually take a thousand kinds of tropical fish.

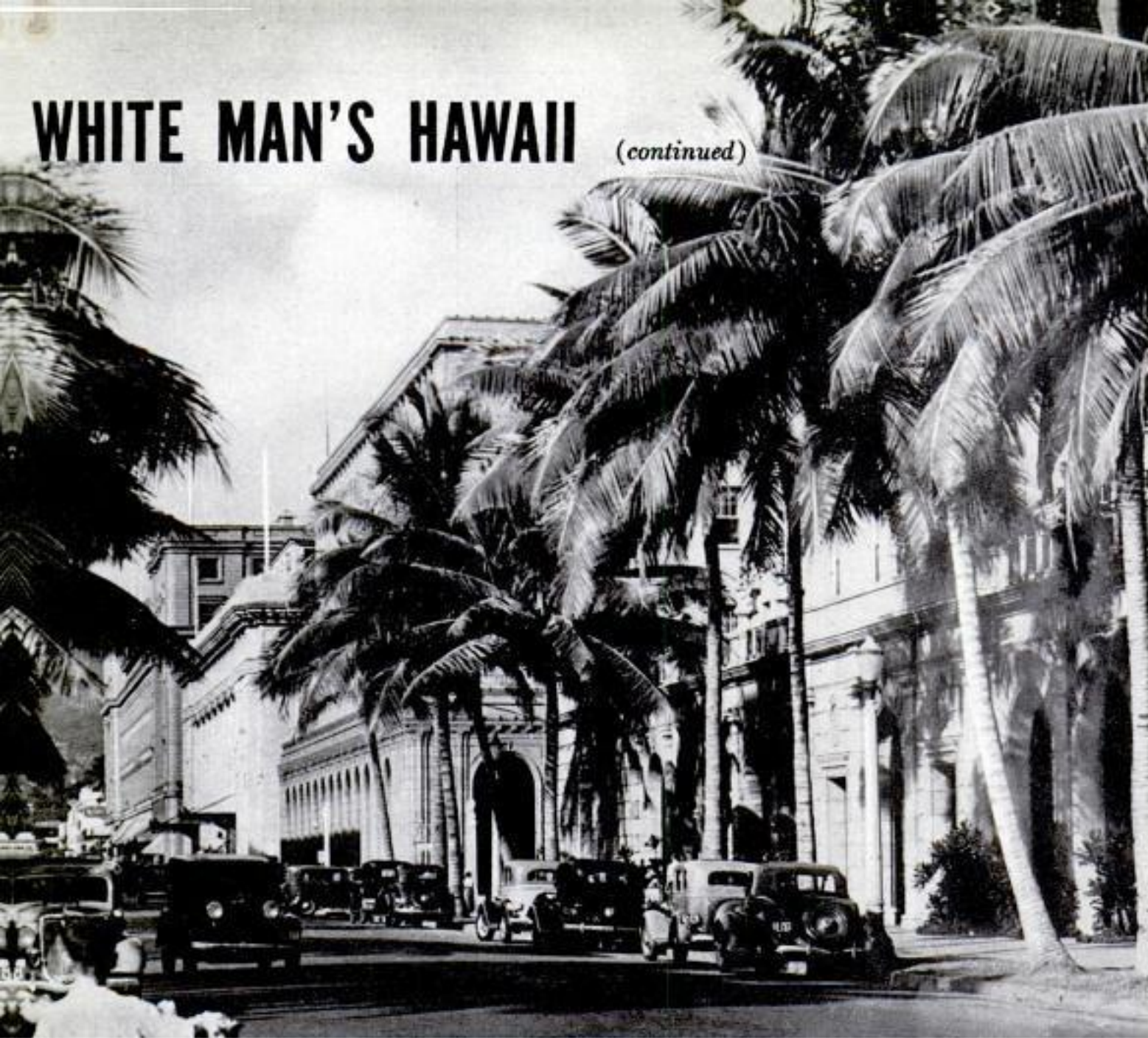


Sea mullet is a hard word for Hawaiian June Santos, 3, who speaks a mixture of English, Hawaiian and Portuguese.





WHITE MAN'S HAWAII (continued)

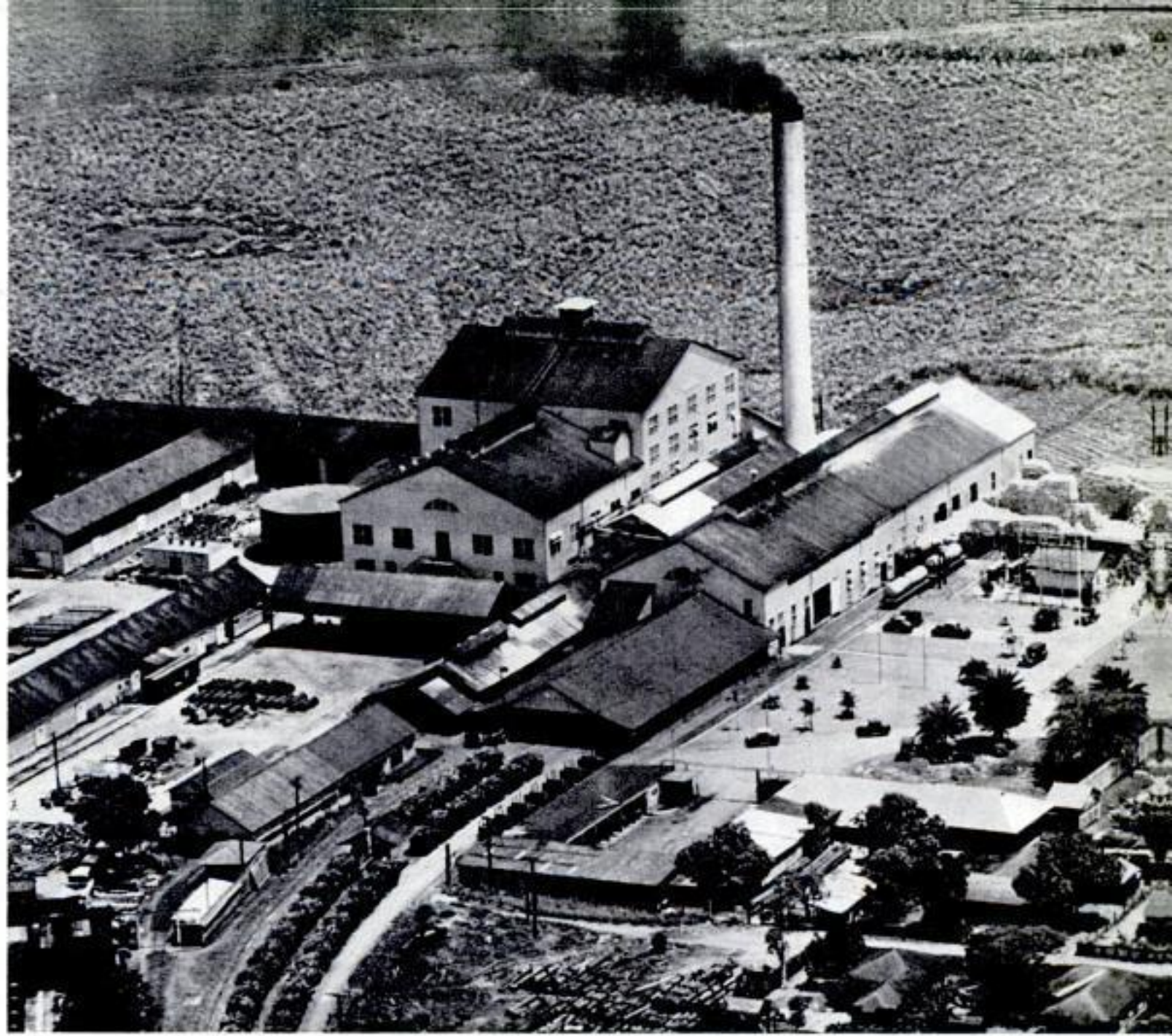
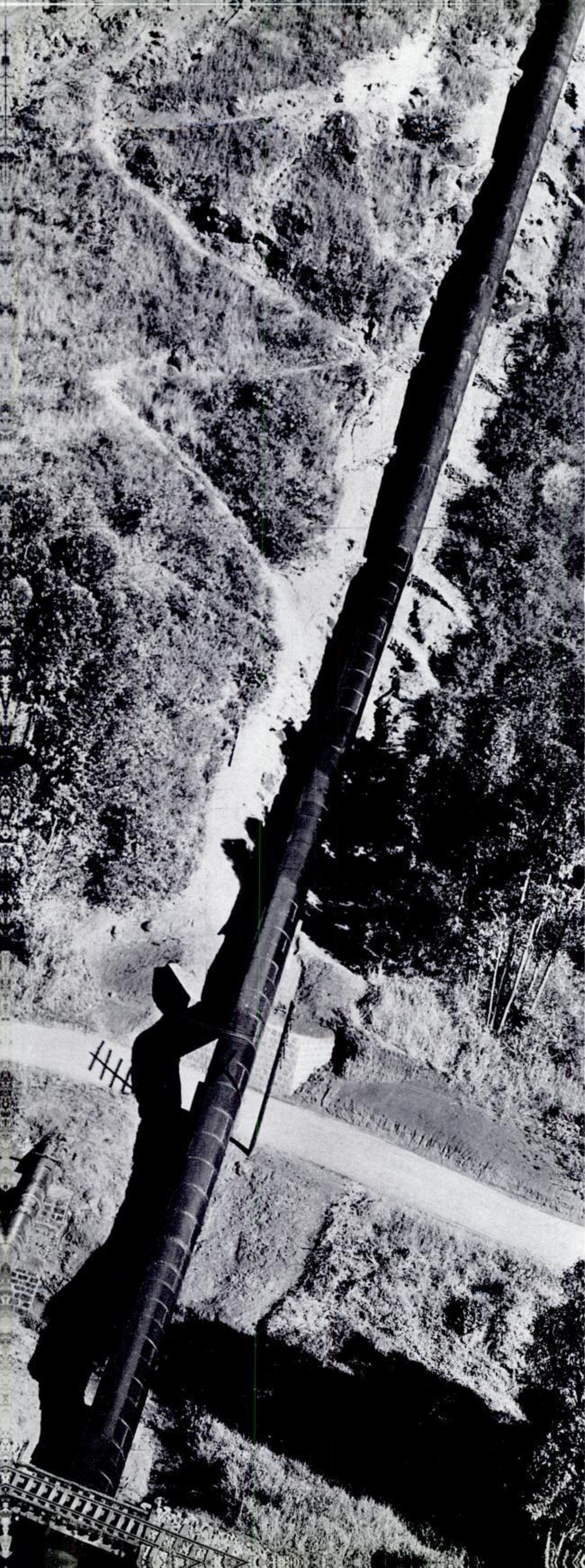


U. S. businessmen have done a good business job in Hawaii. They have also built an attractive way of life. Above is Honolulu's Bishop Street showing, from right to left, the Dillingham Transportation Building, the S. M. Damon Building and the Alexander Young Hotel. Big business in Hawaii is snappy but good-tempered, responsible and remarkably just to the foreign labor it has imported.



Workmen's houses like these of the Honolulu Sugar Plantation Co. overlooking the rarely-photographed Pearl Harbor naval base, are usually provided by prosperous, paternal Hawaiian corporations. Labor is chiefly Filipino. Below is the Waikiki Beach house of Capitalist Paul I. Fagan, famed for letting Hawaiians homestead on his ranch if they promise to live in the primitive way of their ancestors.





Sugar made easy Hawaii's transition from a lazy man's paradise to a rich industrial civilization. And U. S. businessmen made Hawaii the world's most efficient sugar producer, shipping entirely to the U. S. Above is the Waialua Agricultural Co. sugar mill, showing at lower left cane-loaded cars. Left is one of the gigantic irrigation pipes siphoning mountain water cross-country to the cane fields.



A sugar-cane train is shown above. Cane is moved across Hawaii's precipitous terrain by truck, Diesel tractor, overhead cable, water flume and on roller skates down dry flumes, to produce an annual million tons of sugar. Below is a beautiful but unprofitable forest of giant ferns cut by a white man's highway. There are 140 species of Hawaiian ferns, from a microscopic fern to the trees shown below.



You don't taste it—



You don't smell it—



But, oh boy, you
know it's there



This gin's a mixer

It shakes hands with Vermouth



Makes friends with an orange



Speaks softly to a lemon



*Makes a drink so
smooth it purrs!*

SH-H-H, IT'S A SECRET! When gin really mixes, you don't taste or smell it in the finished drink.

Only 4 men and a safe know the secret formula which gives Fleischmann's Gin its superb mixing quality—its ability to blend with the other flavors in mixed drinks.

Since smooth mixed drinks are an American idea, it is only natural that Fleischmann's, the original American gin, should be distilled especially for mixing.

Distilled from American grain—90 Proof. The Fleischmann Distilling Corp., Peekskill, N. Y.



4/5 Quart

FLEISCHMANN'S DISTILLED DRY **GIN**
The real American Mixer

STEELMASTER FIGHTS FOR HIS FRIEND

When a great steelmaster like Eugene G. Grace clenches his fists and must be restrained from blows, there is a good reason. The reason was an attack made by two minor stockholders on Charles M. Schwab, "grand old man of steel," who for 20 years has been chairman of the Bethlehem board. The minority bloc moved that the chairman had "outlived his usefulness," should be retired on a pension. So enraged was Bethlehem's President Grace, Schwab's great and loyal friend, that other stockholders had to grip his arms. The motion was defeated 2,500,000 to 269.



Trouble started at the Bethlehem stockholders' meeting when L. B. Coshland rose (top) and demanded the removal of Charles M. Schwab (right of door) as chairman. Eugene G. Grace (above, beside Schwab) sat up, eyes flashing, while John Sauermundt sprang to the chairman's defense.



During the dispute Chairman Schwab leaned forward, face tense, while President Grace glared angrily (left). After the motion had been overwhelmingly defeated, the two good friends relaxed shook hands for the camera (right).

Did you read the radio polls?

"What's the favorite radio program?" 252 radio editors were asked that question in the Annual Radio Poll conducted by Alton Cook of the New York World-Telegram. First place went to Jack Benny's Jell-O Program. Second place went to Fred Allen's "Town Hall Tonight" (for Sal Hepatica and Ipana).



"Who's the favorite radio comedian?" In answer to this question the World-Telegram Poll voted Jack Benny, first; Fred Allen, second; Phil Baker, seventh (for Gulf Oils and Gasolines); Charles Butterworth, tenth (for Packard).

The radio editors of all Hearst papers had the same question put to them by Dinty Doyle of the New York American. First place went to Fred Allen. Second place went to Jack Benny.



"Who's tops in announcing?" The World-Telegram Poll selected Don Wilson (announcer on the Jell-O show). The Hearst Poll selected Harry Von Zell (on staff of Young & Rubicam, announcing Ed Wynn's Spud show, "Town Hall Tonight," Phil Baker's Gulf show, and Stoopnagle & Budd's Minute Tapioca show).



"What's the best night-time serial on the air?" The Hearst Poll gave the palm to Helen Hayes in "Bambi" (for Sanka Coffee).



"What's the fastest climbing comedy team on the air?" The Hearst editors gave second place to Stoopnagle & Budd (for Minute Tapioca).



"What's the outstanding new program of the year?"

In the World-Telegram Poll, Fred Astaire's Packard Hour was the only new program to be listed in the "best fifteen."



"What's the outstanding new program idea of the year?" The Hearst Poll voted Phillips Lord's "We, the People" (for Calumet Baking Powder) the outstanding new program idea of the year.



"What advertising agency got top honors for radio production?" In the Annual Advertising Awards Young & Rubicam was given the Medal Award, inscribed as follows:

"For outstanding skill in radio production with special reference to the Jell-O Program."



"What advertising agency produces every single one of these programs?"





Millions of Gardeners



Not until April had well begun did the first outdoor tulips around Manhattan begin to show the effect of spring's coming. But spring came to the hearts of thousands of flower lovers weeks before when the International Flower Show opened in New York City.

During a rainy week in March, 200,000 flower lovers crowded into big Grand Central Palace to gaze at Mrs. Payne Whitney's bright tulips (*opposite*) and Marie Constable's acacias (*page 54*), to admire the new Katharine Cornell tulip (deep red) and the new Queen Mary rose (pink). Only the automobile show attracts more visitors in a brief six days than the Flower Show. Some typical visitors in typical attitudes are shown above. They were somewhat impressed to learn that the 1,500,000 flowers and plants in the show took up four acres of floor space. They were much more impressed, however, by the prize-winning gardens shown on the following pages

in color photographs taken by Edward Steichen. Mr. Steichen whose picture is inset at left, is known among photographers as one of the greatest portraitists clicking a shutter today. He is known among horticulturists as one of the greatest breeders of delphiniums who ever called the gods' wrath down on a burrowing star-nosed mole.

The flower lovers left the show and went home with their minds busy adapting the plans of grand gardens to their own small scales. They thought of rearrangements for their zinnias and of places to plant the new odorless marigold and bushy cornflower as they impatiently knocked last year's dry earth out of their gnarled cultivators. There are more than 2,000,000 gardeners in the U. S. to whom the year begins with the February coming of new seed catalogues and who can go through a long winter with the glow that came from a successful September with dahlias. If there were ever a political issue on the shape of a garden spade or the heft of a hoe, the gardeners of America might easily swing enough votes to decide the question. But the

gardeners have never been adequately organized.

The nationally famous and fashionable Garden Club of America has only 7,000 members. The more vigorous National Council of State Garden Club Federations is a good deal less exclusive and has 100,000 members. The Women's Farm & Garden Association, one of whose leading spirits is Mrs. Henry Ford, has about 5,000 members. There are various state horticultural societies but the common or garden variety of gardener is still largely unorganized. Most U. S. gardeners are women. Existing garden organizations can be extremely active in opposing billboards, prettying up ugly railroad stations, protecting wild life. They make pilgrimages to famous gardens. They spend more than \$200,000,000 a year on seeds, shrubs, seedlings and implements.

This year, gardening promises to be more active than it has been for the past few years. Seed sales are up and vegetable seeds have doubled their sales. This latter is significant because a lady who starts a garden with vegetable seeds this year will probably branch out next year with flowers.



The Dauernheim garden shown in color on page 55, looked like this only four days before the flower show opened. Meanwhile, in the Dauernheim nursery on Long Island, azaleas, rhododendrons and dogwood trees were being nursed into unseasonal bloom for the show.



The pool in the Dauernheim garden looked this way when the garden was half finished. The garden cost \$2,000 but Dauernheim felt amply rewarded for its pains and expense when the garden won a first prize which brought valuable prestige and publicity plus \$1,125 in cash.





MARIE CONSTABLE'S SEMITROPICAL GARDEN (ABOVE) IS FILLED WITH BRIGHT FLOWERING ACACIA SET OFF BY SMALL PLANTS LIKE BLUE CINERARIA, PINK CRAB APPLE, WHITE DOGWOOD, BLUE WISTERIA, PINK AND WHITE LILACS ARE BACKGROUND FOR DAYBREAK NURSERIES' FORMAL GARDEN (BELOW)





STUMPP & WALTER PLANTS TULIPS ON LOWER TERRACE (ABOVE), FILLS THE UPPER WITH CANDYTUFT, WALLFLOWERS, PRIMROSE, SNOWFLAKE

A COLORFUL BORDER OF HARDY NORTHERN AZALEAS RUNS AROUND THE IRREGULAR POOL IN A. M. DAUERHEIM'S INFORMAL GARDEN (BELOW)

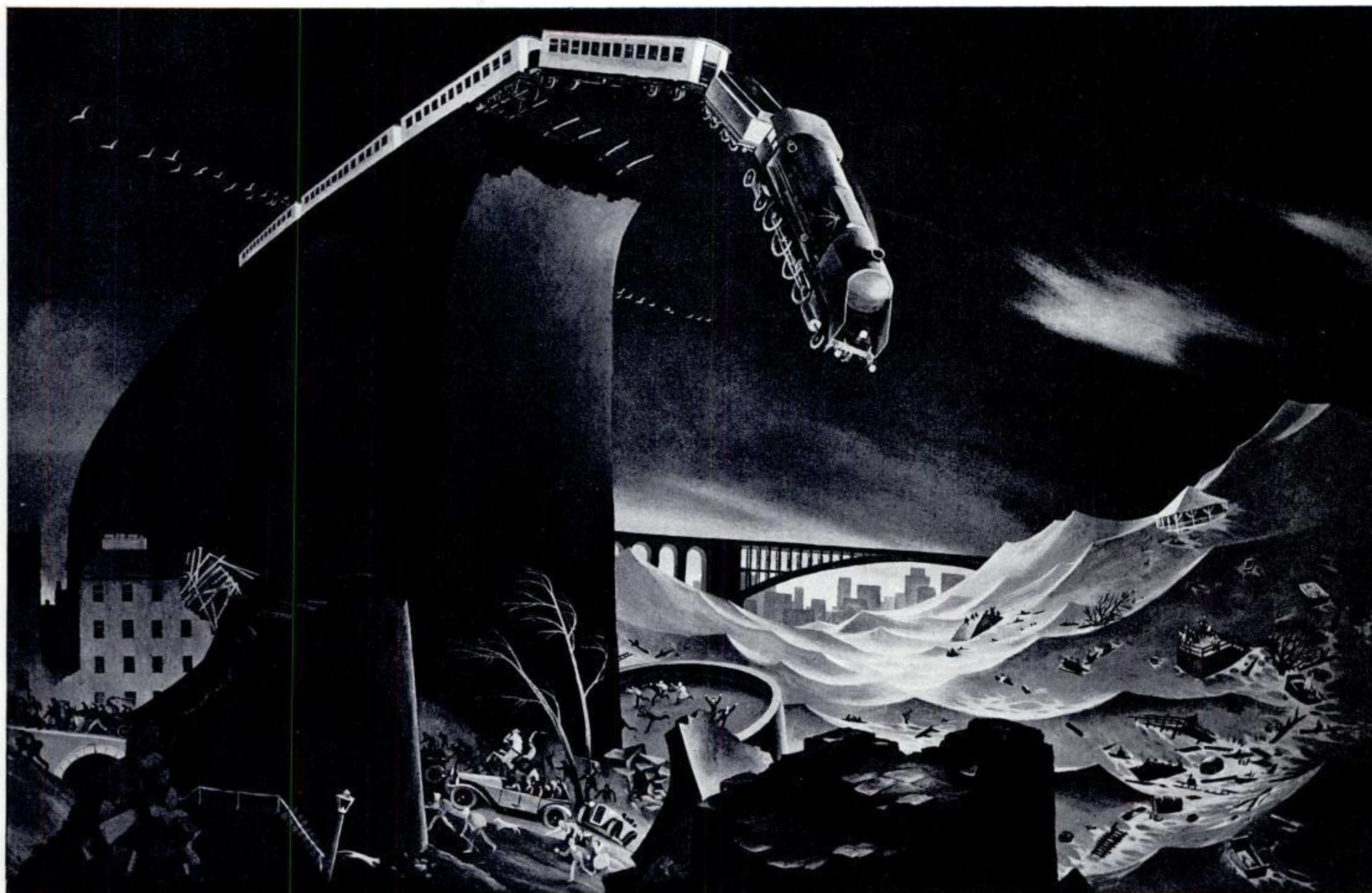




Built for those who would be missed in the community

To provide the utmost in safety General has developed the Dual 10 tire. The unusual tread design of flexible ribbons of rubber makes it possible to stop a car quicker at 60 in the rain than ordinary tires stop at 50 in dry weather. One experience in preventing an accident that might have been fatal to you or others will make you quickly forget the somewhat higher cost of this remarkable tire. Property damage as well as human damage is further removed from reality when you ride on these tires. From the standpoint of year around safety everyone should have the protection the General Dual 10 provides.

The General Tire & Rubber Co., Akron, Ohio



IN THIS PAINTING FRANZ SEDLACEK TELLS THE WORLD WHAT HE THINKS WILL HAPPEN TO IT

VIENNESE PAINTER REVELS IN THE GROTESQUE



In the face of some pretty heavy competition, Franz Sedlacek of Vienna has won a reputation as the "world's craziest painter." A challenger, at least, for the world title, he is certainly the most eccentric Austrian to be internationally known for his brushwork. Stolid Northerners from Sweden and The Netherlands buy his paintings, which are close in spirit to the work of such surrealists as Dali and Chirico. Unencumbered at all stages of his career by any instruction in art, Sedlacek, now 46, scrawled in pencil as a child, later graduated to crayon and then to the

kind of nightmarish oils you see herewith. His painting has been the by-product of a full life embracing War service marked by decorations for valor, tutoring in a technical high school for women, the inventing of so many gadgets that he cannot begin to remember what all of them were, conventional marriage and family life, the composition of two books entitled *The Tapeworm* and *The Prune Pit* respectively, and the perpetration of a poem called *Rosa Froebel* which commences as follows:

*Around the ruins of a sign kiosk
Hovers the troubled ghost of Rosa Froebel
A gumboil was the last of her afflictions.*

Currently earning his living as custodian of the Technical Museum in Vienna, Sedlacek, who is a Doctor of Technical Sciences, leaves the museum at three every afternoon and devotes the next four hours to painting weird pictures. Says he: "In my work I can say with colors what I think of my contemporaries without being sent to a concentration camp."

"Ghost Over The Trees" is Dr. Sedlacek's title for this spooky glimpse of a drowned suicide's spirit in flight.





FLOWERS *are all very well in their place*

—but that place isn't on a man's face! Coquettishly perfumed shaving preparations are *out*! *Fougere Royale* shaving soap is *in*! Nothing boudoir or raffish about it—its Royal Fern fragrance is fresh, clean and all *man*. You'll find the handsome wooden *Fougere Royale* shaving bowl a joy to handle—and an economy to use . . . for it offers *months* of miraculous shaves for \$1.00.

Fougere Royale After-Shaving Lotion . . . a dash of refreshment for razor-roughened skins. Slightly astringent to soothe little nicks; *Royal Fern* fragrance to delight your senses. 85c.

Fougere Royale Talc . . . supremely fine in quality, correctly toned for men's skin. There's nothing *coquettish* about its odeur. 55c.

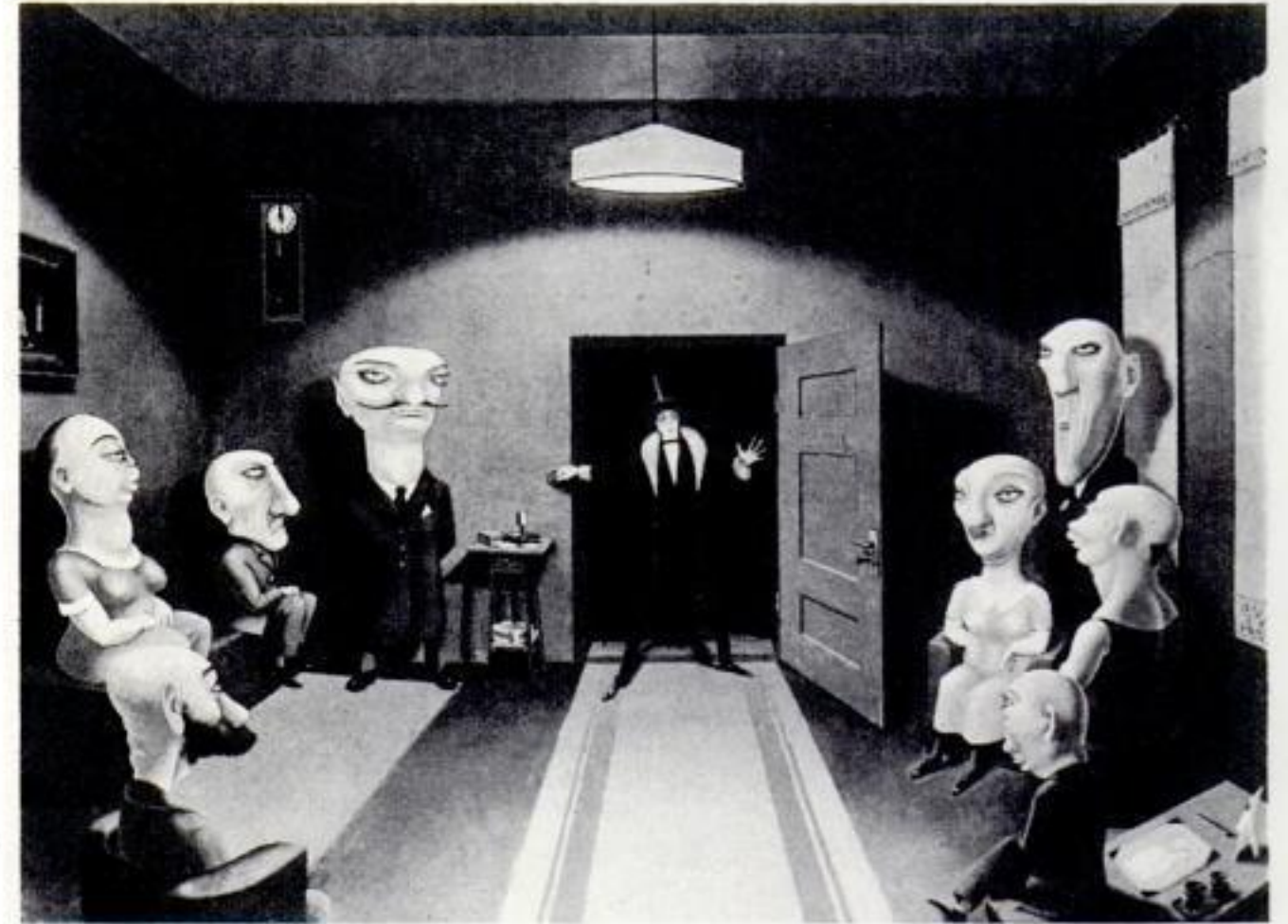
Fougere Royale Hair Lotion . . . for a well-groomed head, with every hair in place. It adds lustre without oiliness, stimulates the scalp, corrects dryness, and doesn't shriek to high heaven. 85c.



FOUGERE ROYALE

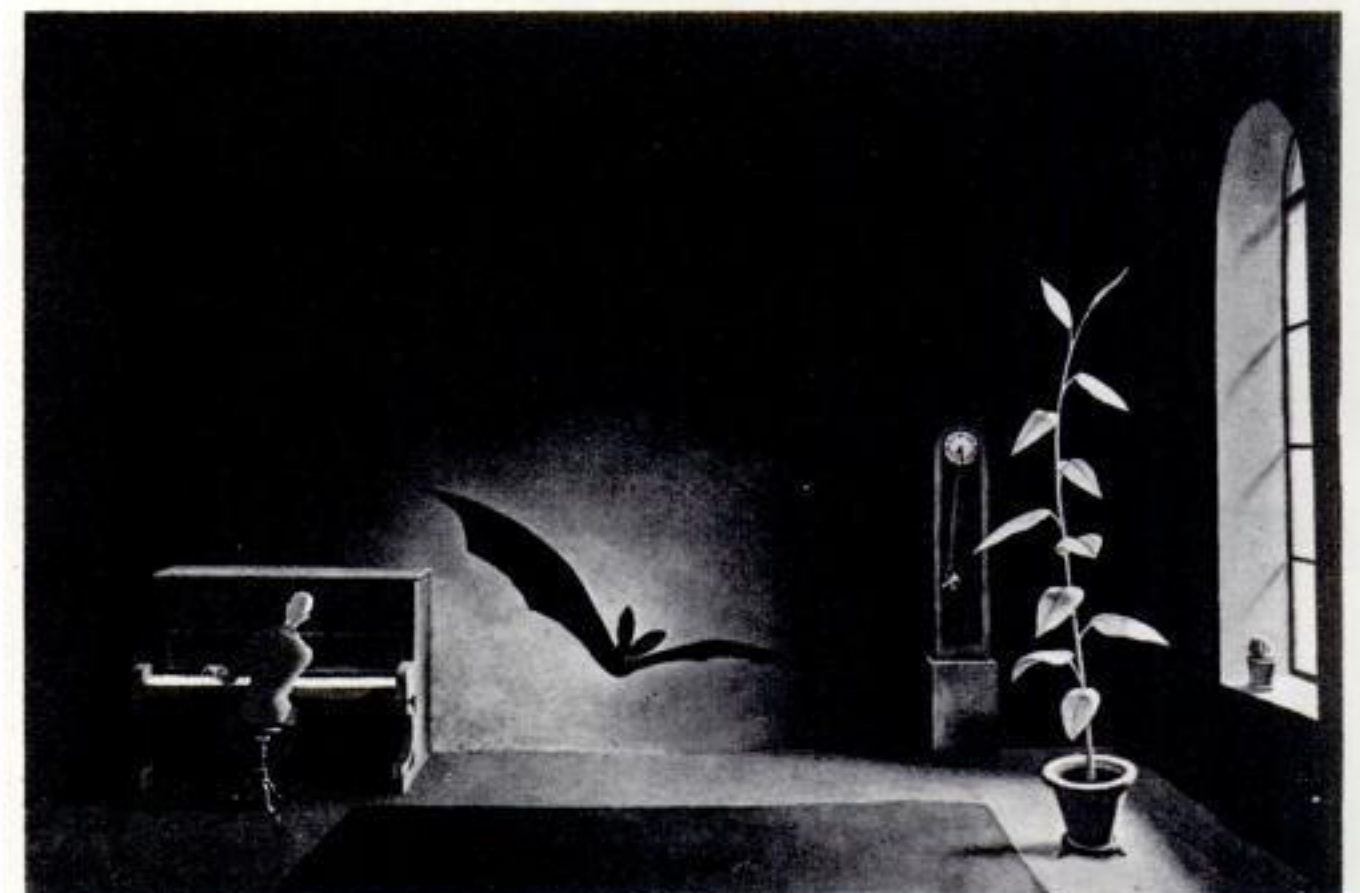
by HOUBIGANT

for men



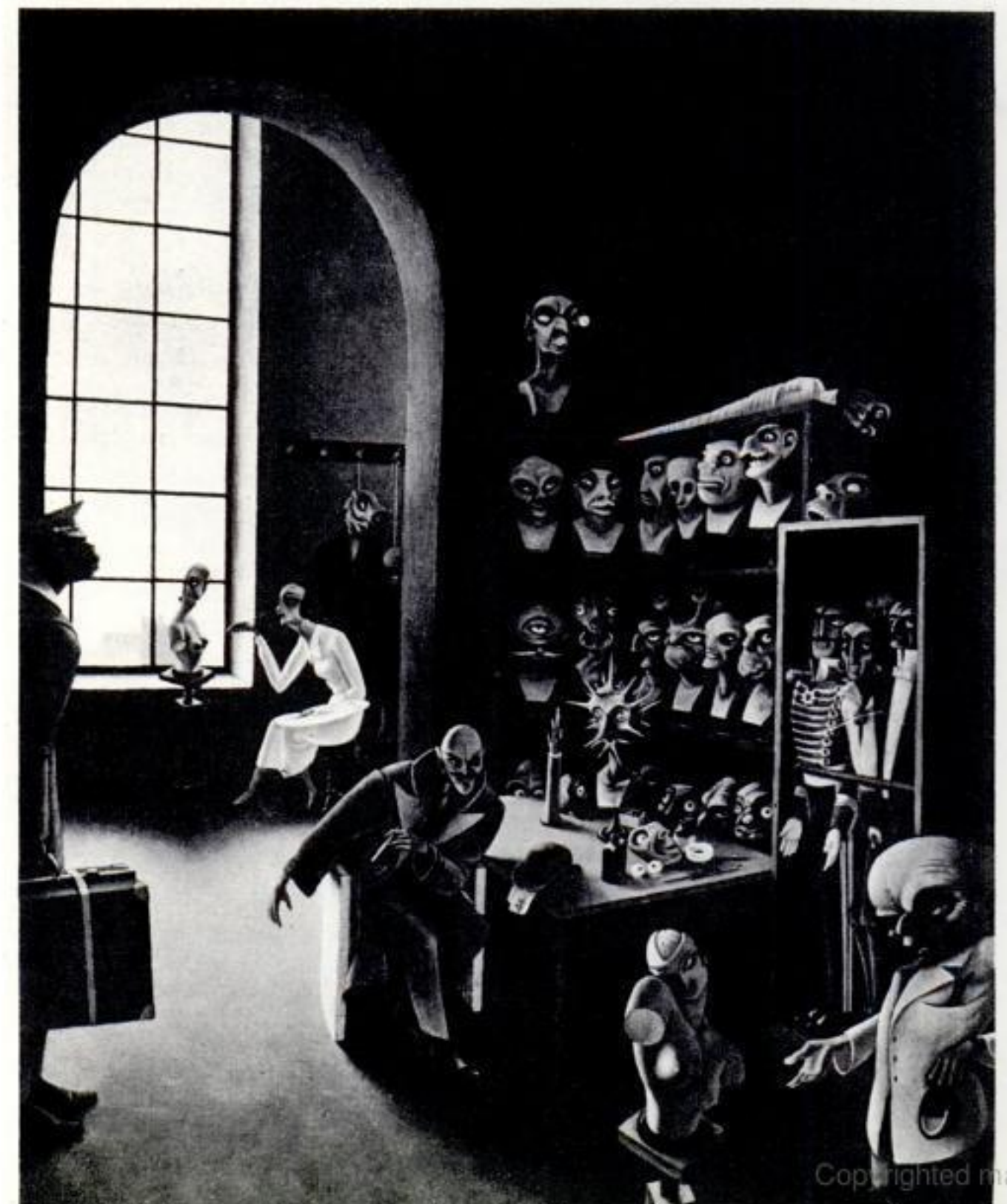
"Coming Home at Night" shows a young roisterer coming home after an evening of fun to face a battery of unsympathetic relatives. The monstrous size of their faces indicates how their disapproving expressions loom up in the reveller's mind.

SEDLACEK PAINTINGS *(continued)*



"Song at Twilight," showing a dreamy piano player being encircled by a dreamy and unrealistic bat, typifies the Sedlacek romantic mood. Touched by the last rays of a dying sun, the plant at right accentuates the atmosphere of impending death.

"The Wax Figures Cabinet," another of the 100-odd fantasies which have given Sedlacek his reputation and won him three gold medals, is characteristically grotesque. His explanation of it and others: "I just try to paint what I see in my mind."





Make the Gift no Bride ever exchanges
A HABIT FOR LIFE



Every sunshiny June, Pepperell Peeress True Percale Sheets are welcomed into thousands of trousseaux. They never outwear that welcome. Long after other wedding-day gifts are but fragrant memories, these loveliest of percale sheets are serving faithfully and beautifully.

Women who have once used Peeress are seldom content with sheets of lesser quality. They find the luxury of Peeress is a "habit" they do not wish to break. They discover that a truly fine sheet is *never* an expensive one.

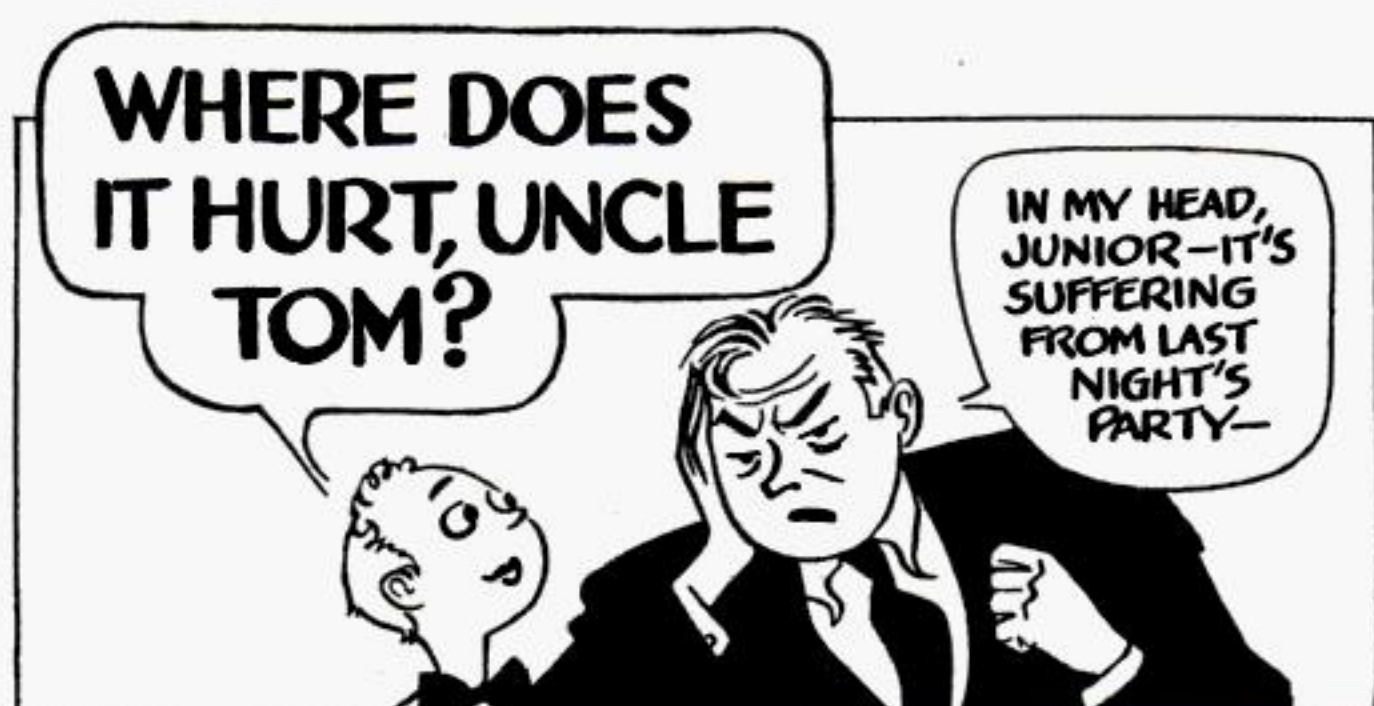
You can have Peeress sheets just about as you

want them—almost made to order—borders hem-stitched in one, two, three or four rows, in delicate pastel colors or snowy white, or white with colored hems to match your bedroom color scheme. And you can make them your very own with individual embroidered monograms if you wish them, as so many women do.

Peeress True Percale Sheets are now being shown at the best shops throughout the country, packed in a lovely Empire Toile box. Look them up. They are well worth it. Pepperell Manufacturing Company, 160 State St., Boston, Mass.



PEPPERELL *Peeress* **TRUE** *Percale*
SHEETS AND PILLOW CASES



1. DOCTORS' TESTS recently proved that Bromo-Seltzer stops next-morning headaches faster than any other remedy they tested.



2. SETTLES STOMACH—relieves your upset stomach, feeling of nausea and that awful "dark brown taste."

3. SOOTHES NERVES—calms your overtaxed nervous system. Relieves your sense of strain and fatigue.

4. REDUCES EXCESS LACTIC ACID in the blood caused by overindulgence. Helps restore your normal alkaline reserve.

Get it at drugstores, soda fountains. Keep it handy at home, too.

BROMO-SELTZER

Makes you feel fit FASTER!

TWO CELEBRITIES ROLL A HOOP



Popular sport at Charlie Chaplin's home in Beverly Hills, Calif. is rolling around in this double hoop. Here Chaplin steadies the hoop as Igor Stravinsky, the famous conductor who was having lunch with him, prepares to start the hoop rolling.



This curious position, unfamiliar to music lovers who have seen him on the podium, is assumed by Hoop Neophyte Stravinsky as he gets warmed up. Note that Charlie still keeps a cautious hand on the hoop while his guest gets exercise and fun.



Coat removed, Stravinsky really gets into his stride on the Charlie Chaplin health hoop. Scheduled to conduct three ballets of his own composition in Manhattan on April 27 and 28, he may well show balletomanes a fine new hoop-born vigor.



Caution to the winds, Chaplin takes a spin without outside help. Because King Vidor, the director and Charlie's best friend, who took these pictures, got so excited that he failed to take the filter off his lens, the effect is a bit blurred.

Men Who Select TIMELY CLOTHES

—begin by giving earnest thought to clothes, and wind up by giving honest thanks to Timely. You, too, will find in Timely Clothes the right answers to your rightful demands of a new suit or topcoat. *Is it a reputable product? Is it fashion-right? Are the fabrics honest woodens, the tailoring honest craftsmanship? Will the cut and patterns suit your individual requirements? Is it sound value at a modest price?* To every question Timely Clothes answers yes plus, and your Timely dealer has the concrete proof! See the new Timely Suits and Topcoats to-day — and if don't know your nearest Timely dealer, write us direct. Priced \$30 to \$50 the country over. Incidentally, hang your clothes properly. Address our Dept. L for new-type, black enamel Timely Washbone Hanger, enclosing ten cents to cover handling.

TIMELY



CLOTHES

TIMELY CLOTHES
Rochester, New York





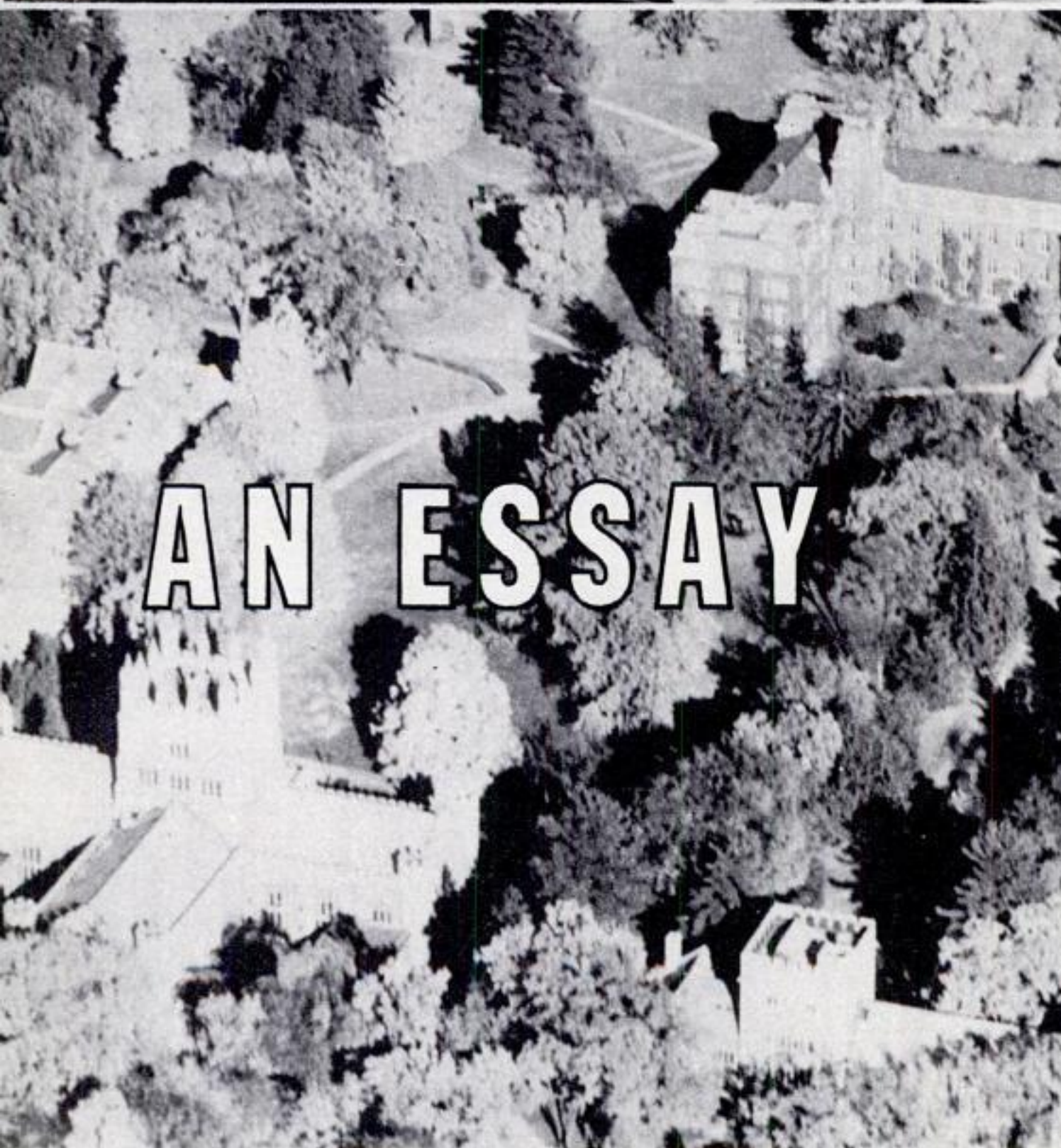
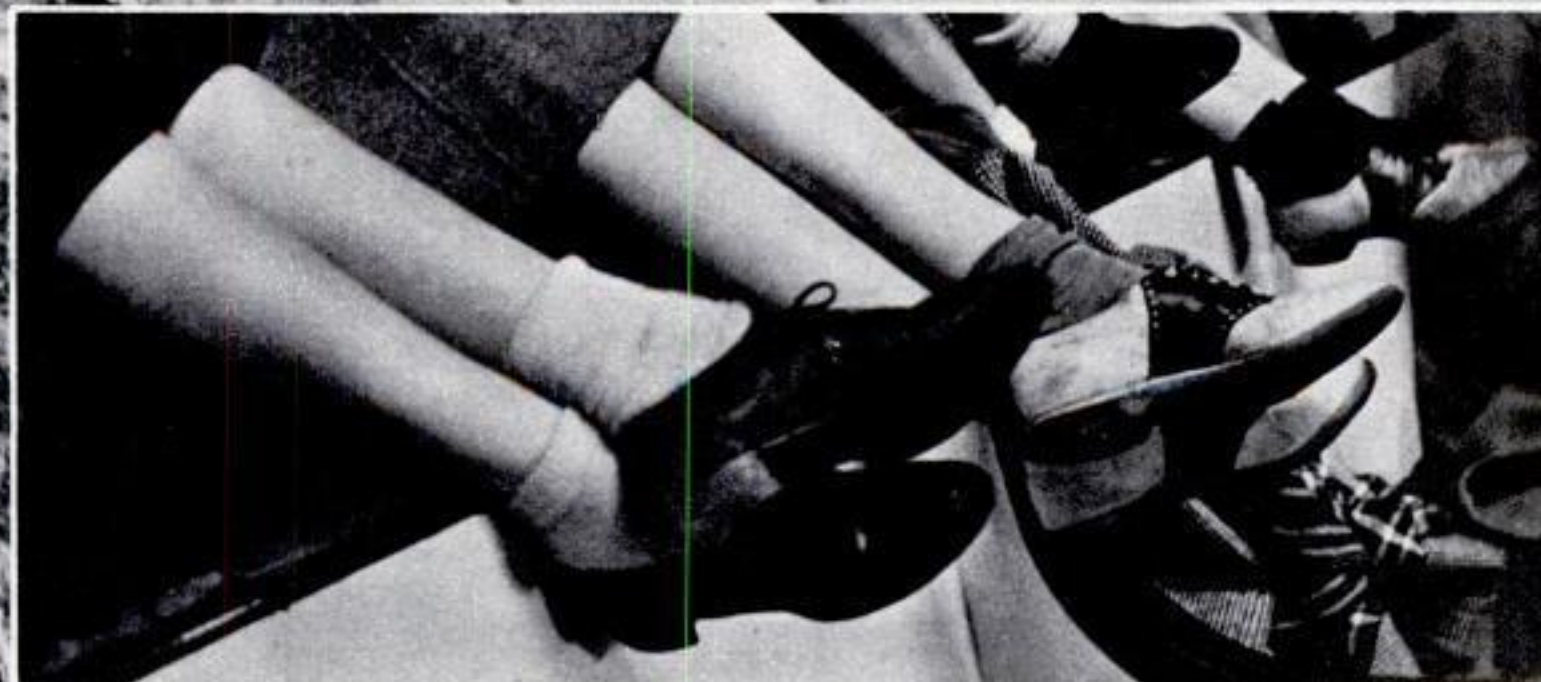
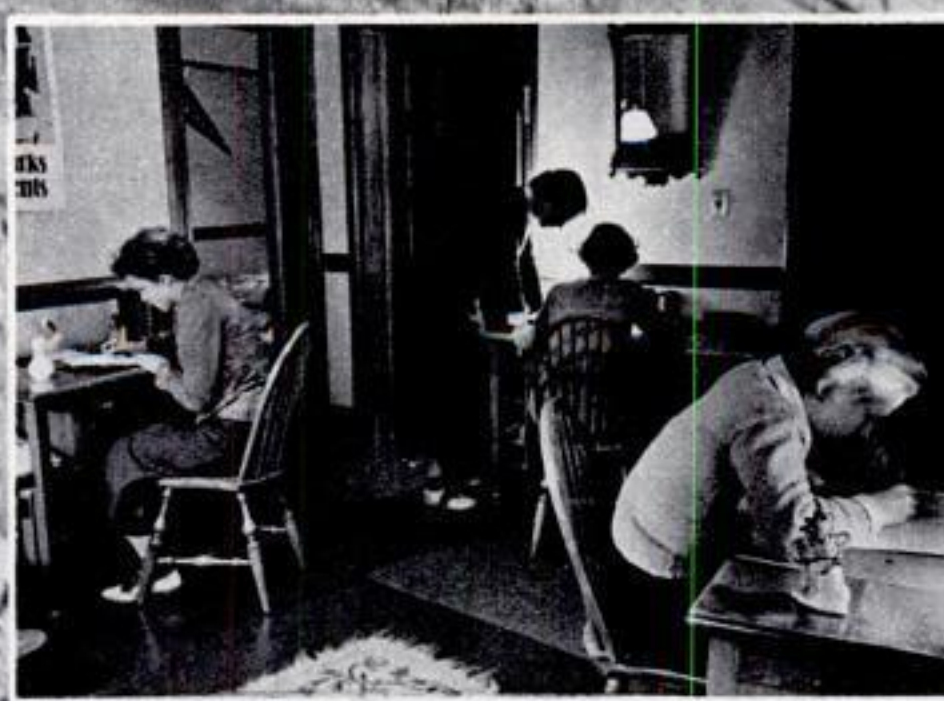
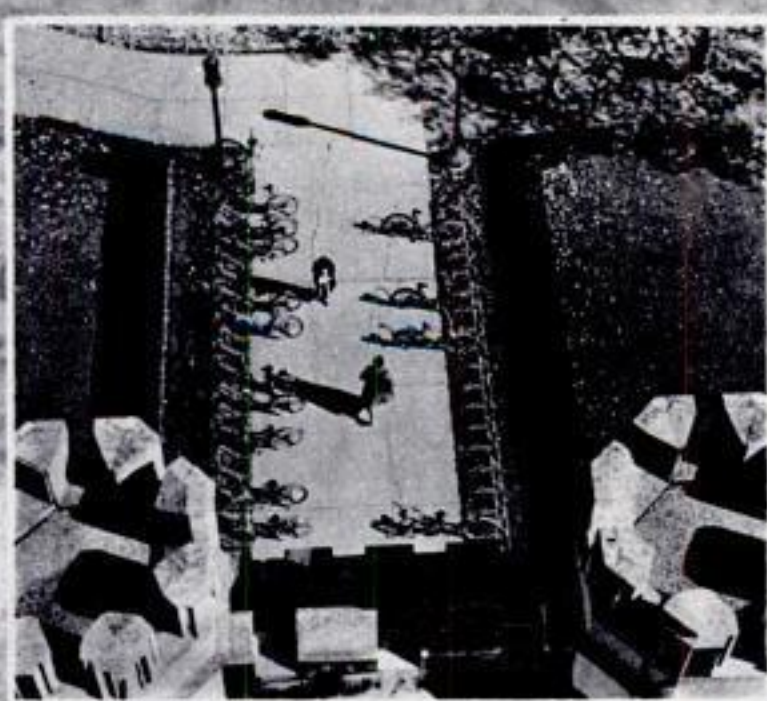
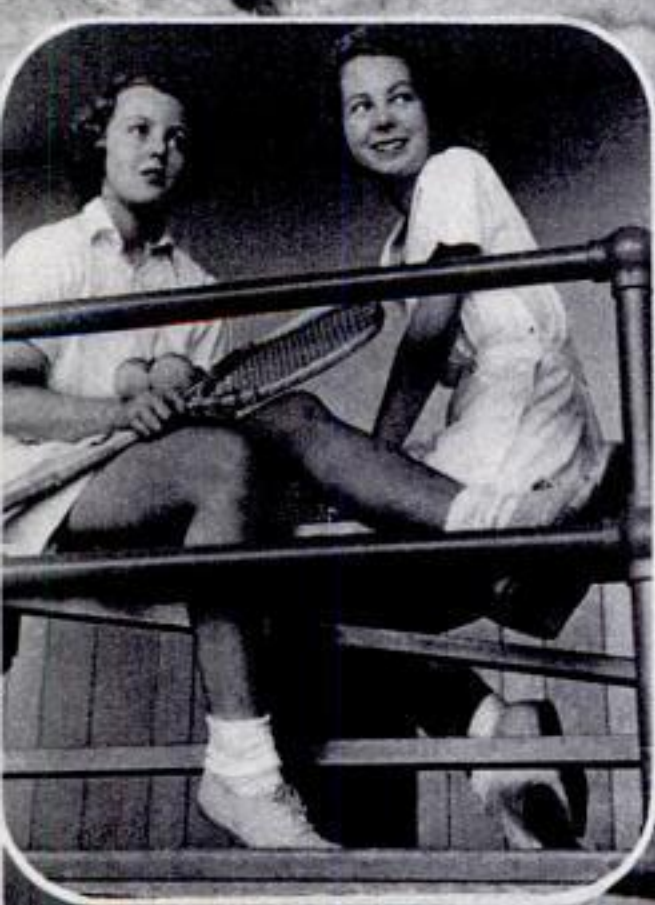
VASSAR :

THE CAMERA AS ESSAYIST

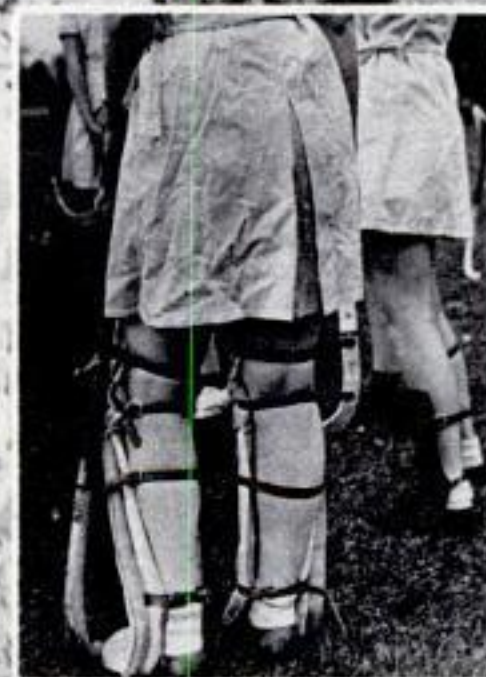
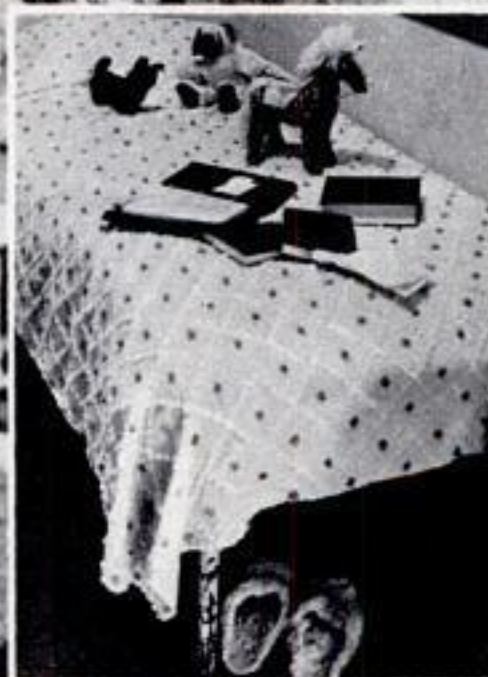
WHEN people think of the camera in journalism they think of it as a reporter—the best of reporters: the most accurate of reporters: the most convincing of reporters.

Actually, as LIFE has learned in its first few months, the camera is not merely a reporter. It can also be a commentator. It can comment as it reports. It can interpret as it presents. It can picture the world as a seventeenth century essayist or a twentieth century columnist would picture it.

A photographer has his style as an essayist has his. He will select his subjects with equal individuality. He will present them with equal manner.



AN ESSAY



The sum total of what he has to say will be equally his own.

Above in sharp reduction is Alfred Eisenstaedt's essay on Vassar as it appeared in LIFE for February 1, 1937. Together these twenty-four pictures give an impression of that college as personal and as homogeneous as any thousand words of Joseph Addison.

The panoramic background is by Fairchild Aerial Surveys; the picture of President MacCracken by Edward Steichen; all others by Alfred Eisenstaedt.

Listed herewith are some of the Photographic Essays LIFE's readers have seen in the first issues of LIFE:

MONTANA ON RELIEF
PITTSBURGH BOOM
MILITARY AVIATION
THE OXFORD GROUP
STEEL
THE CHAIN GANG
AMERICA GOES DANCING
AMERICA SITS DOWN
BRAZIL—CIVILIZED
AND PRIMITIVE
THE PHOTOGENIC MAYOR

THE JAPANESE SOLDIER
ARGENTINE ARISTOCRACY
CORONATION NONSENSE
SUN VALLEY
STEVE HANNAGAN'S GIRLS
THE PARACHUTE
THE CARDINALS
(OF ROME)
THE CARDINALS
(OF ST. LOUIS)
MOTHER OF PARLIAMENTS

Purchasing a Pinto or a Pint... Go Warily!



A Good Whiskey...like a good horse...must have plenty of "spirit"...yet be gentle, docile, manageable. Wise horsemen...and whiskey buyers with plenty of horse-sense...always Go Warily. They look for strength and quality. They get G & W. Why G & W? Because it's *Good Whiskey*. Good to begin with because it begins with good ingredients...good all the way through because it's *controlled* at every step. Get Wise. Get G & W. It Goes Well!

Win a \$50 Curvex Gruen Watch*



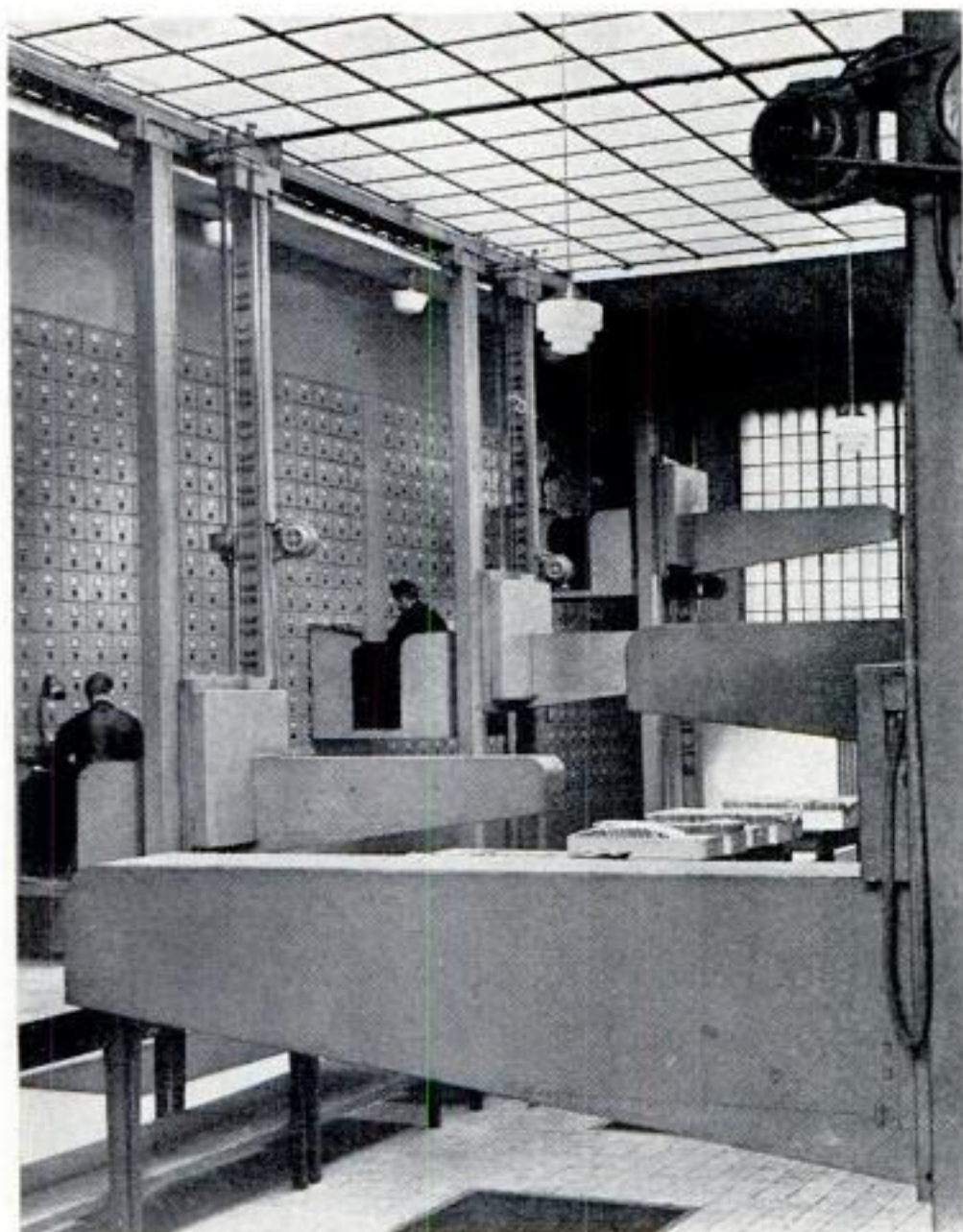
FREE! Ten \$50 Gruen Watches for the 10 best lists of 10 famous "G & W" names or expressions (like *Grass Widow*, *Gee Whiz*) plus your comments on G & W whiskeys or gins. Full details on entry blanks at your dealer. Contest closes on May 31, 1937. Duplicate prizes awarded in case of ties.



Get Wise...get **G & W**...it's Good Whiskey

© 1937 Gooderham & Worts, Ltd., Detroit, Michigan—Est. 1832. G & W 7-Star Blended Whiskey—The straight whiskey in this product is six years old; 35% straight whiskey, 65% neutral spirits distilled from grain, 90 proof. G & W 5-STAR BLENDED WHISKEY—The straight whiskey in this product is six years old; 25% straight whiskey, 75% neutral spirits distilled from grain, 90 proof. G & W BONDED STOCK STRAIGHT BOURBON WHISKEY. Bottled in Bond in Canada. 100 proof. *This contest limited to adults in states where such contests are permitted. Entry blanks are available only in such states.

CAMERA OVERSEAS: CZECHS HAVE "WORLD'S LARGEST LETTER FILE"



Not in the great offices of the Metropolitan Life Insurance Co. in New York or Lloyd's of London but in those of the Central Social Insurance Institution of Prague, Czechoslovakia is the largest vertical letter file in the world. Consisting of cabinets arranged in floor-to-ceiling tiers covering some 4,000 square feet and containing 3,000 roller-bearing steel drawers 10 feet long, it boasts special electrically-operated elevator desks which, at the touch of a button, rise or descend, move to the right or the left, to stop just before the drawer desired. Drawers also are opened and shut electrically. Thus work which formerly taxed 400 employees is now done by 20 with a minimum of muscular effort.



For Finer Golf

THE TRUE TEMPER OPEN TOURNAMENT

Airplane view of the beautiful Whitemarsh Valley Country Club, with its distinctive white sand traps, at Chestnut Hills (Suburb of Philadelphia) Pa., where the Fourth National TRUE TEMPER Open Golf Tournament will be played, June 24th, 25th and 26th, 1937.

FOR the fourth time we are sponsoring a TRUE TEMPER Open Golf Tournament. \$4,000.00 in prize money is provided for winning Professional Contestants and beautiful Silver Plaques for Amateurs.

The purpose of this tournament is to stimulate the use of fine equipment as a means of playing better golf; to encourage the development of golfing skill and promote the fine traditions of sportsmanship characteristic of this great game. The 1937 TRUE TEMPER Tournament is open to both Amateur and Professional players. It will be conducted by the Philadelphia Section of the Professional Golfers' Association of America. Requests for Tournament information and entry blanks, should be addressed to Secretary, TRUE TEMPER Tournament Committee, Riverton, New Jersey.

THE AMERICAN FORK & HOE COMPANY
SPORTING GOODS DIVISION DEPT. G-6 GENEVA, OHIO

Descriptive booklet - The Golf Shaft of Champions - free on request.

Note: All golf club makers use TRUE TEMPER Shafts on their finer clubs. We make golf shafts only—no clubs or other golf equipment of any kind.

TRUE TEMPER

The Golf Shaft of Champions

THE CAMERA OVERSEAS: THE MEXICANS HARBOR A RUSSIAN WHO INVITES AN AMERICAN JURY



Philosopher John Dewey is foreman of the Trotsky jury and above suspicion. Above, he is shown in the yard of Mexican Muralist Diego Rivera's Coyoacan house, scene of the trial. Against assassins, the windows are barricaded with adobe, visitors are searched for guns.



No. 2 on the jury is Suzanne La Follette, editor of the defunct left-wing magazine, *The New Freeman*, and cousin of the late great Senator. She and Professor Dewey swear to their own absolute impartiality in the trial but she has written frankly in defense of Trotsky.



Socialism lit first in the Americas, not in industrialized U. S. as Karl Marx would have predicted, but in back-

ward, agricultural Mexico, a growing market for the Dodge and Ford automobile salesrooms shown above.

The 200-ft. arch will be flanked by four groups of symbolic labor statues, of which two are shown on opposite page.

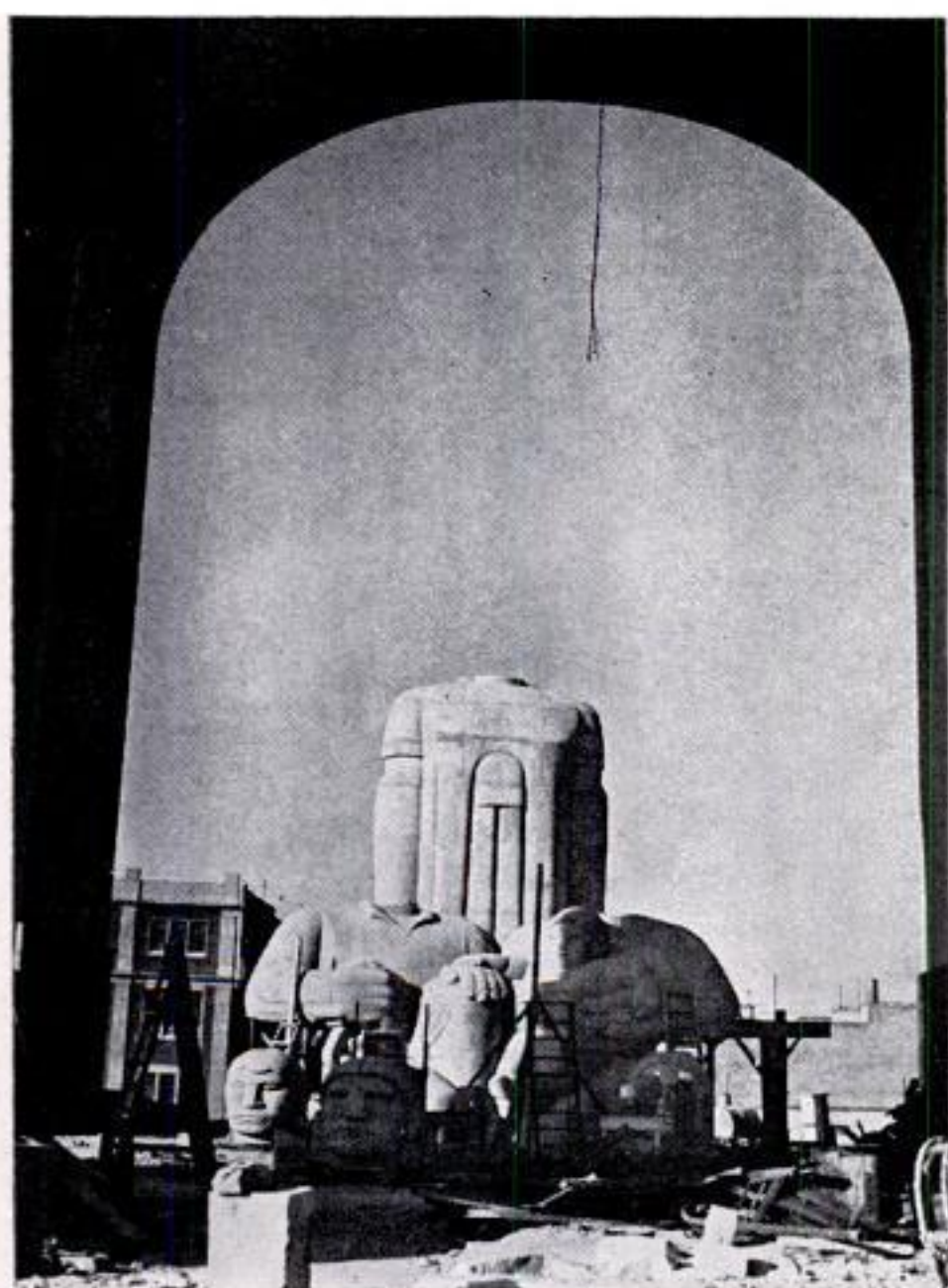
TO JUDGE HIS RECORD AS NO. 1 WORLD COMMUNIST



Trotsky & wife pose before the trial. Mrs. Trotsky wept at every mention of her son, now in a Soviet jail. Her husband turned on his own trial, historically of the first importance, the cold dialectical intelligence of probably one of the world's greatest debating brains.



Deaf audience of Mexico City's biggest news event in years was this head, now being mounted on the headless statue at lower left on Mexico City's Plaza of the Revolution. It symbolizes the Labor Revolution that gave Mexico America's only Socialistic Government.



Motherhood is to be the name of this headless group. Father's head in the foreground is shown again (*above, right*).



Workers' Emancipation is the title of these industrial hand-shakers, to perch at the base of the dome on opposite page.

A great detective story is now being unraveled in Mexico City where Leon Trotsky is "trying" himself before a body of U. S. Socialists and Liberals. Ostensibly this "trial" is supposed to prove that Russia's Dictator Joseph Stalin falsely accused Trotsky of inspiring the Old Bolsheviks convicted and executed last February for sabotaging Russian industry and plotting to kill Josef Stalin. If the U. S. judges agree that that accusation was false, then Stalin may fairly be labeled the political murderer of the executed men. If the U. S. judges agree that the accusation was substantially correct, then Trotsky may fairly be called a "traitor to the Russian Revolution." But what Trotsky is really trying to prove is that Joseph Stalin himself is the real "murderer of the Russian Revolution," having nationalistically swung further and further to the Right, away from the world-Communist doctrines of the Great Revolutionists Lenin and Trotsky. In this fascinating detective story, Trotsky is playing the parts of prosecutor, defense attorney, chief suspect, detective, hero, author and corpse. The audience is composed of several first-class U. S. brains and the baffled but sincerely Socialist Mexicans.

THE CAMERA OVERSEAS: THE SPANIARDS SETTLE DOWN TO TRENCH WARFARE





A sharpshooter's post on Madrid's "Hindenburg Line," west of the city. What these trenches look like inside is shown on the opposite page. Cut out of high ground, they

include gutters to carry off rain water, are buttressed with bricks and doors salvaged from the wreckage of bombed Madrid. During lulls, the Loyalists further improve their

posts, visit around, promenade and sometimes study up on military tactics. On April 11, they poured out of these trenches 16,000 strong, left 3,000 in No-Mans-Land.



The siesta has not been interrupted by War. The scene above is at noon, time for a nap. With but one sentry on guard, rifles are left balanced in the sandbag loopholes above the fire step. The siesta is most indispensable to the Spaniard in spring and summer.



A trench periscope. The deadly marksmanship of Foreign Legionnaires and Moors and Germans has taught the Loyalists to avoid peeking at the enemy. The Spaniards themselves are not naturally good shots but they are learning fast to use the tools of modern warfare.



No. 1 Loyalist is the worried man in overalls holding his forage cap—Premier Largo Caballero, Socialist leader of the Government United Front. He is accompanied by militiamen, correspondents, irascible Foreign Minister Julio Alvarez del Vayo (*right*) and one woman.

From the trenches shown on these pages, the Spanish Government on April 9 threw 30,000 men in a gallant attempt to break the six-month-old siege of Madrid. They managed to isolate a Rebel salient in battered University City and otherwise retake the east bank of the Manzanares River west of Madrid. But there was no "break-through." On April 15, the Rebels attacked south of Madrid and the Government counterattacked. Attacks sputtered all around Madrid. All ended in stalemate. Foreign observers predicted that, militarily, the Spanish Civil War could last two more years. Reasons were the machinegun and the trench, defense assets not as yet outweighed by the new tactic of airplane-strafting.



Government dead, marked above, include a Basque, Hungarian, Italian, two unidentified Madrilenos and one foreigner unknown. These markers stand in the special cemetery of the International Brigade which largely ignores the rest of the Government Army.

THE CAMERA OVERSEAS:

ENGLAND WILL SOON GET A NEW PRIME MINISTER . . .



THE MAN SLATED TO SUCCEED STANLEY BALDWIN, SOON TO RETIRE, HERE SHAKES HANDS WITH HIS SCOTCH FISHING GILLIE

.. PROBABLY NEVILLE CHAMBERLAIN



"Old Joe" Chamberlain (1836-1914), founded a great middle-class political dynasty, but never became Prime Minister.



Like his father, Eldest Son Austen (1863-1937) wore a monocle, held Cabinet office, but never became Prime Minister.



At the height of his career (1898), Joseph Chamberlain and family posed for this picture. Left to right, Neville, Daughter Beatrice Mary, Austen, Mrs. Chamberlain No. 3, "Old Joe." Austen and Neville are half-brothers, sons of wives No. 1 and 2.



Austen's sun was setting, his death near, when he appeared last December at St. James's Palace for George VI's accession.



Neville's sun was rising when he appeared at the Accession Council. Like his brother, he wears privy counsellor dress.



Chancellor of the Exchequer, Neville Chamberlain has carried annual budget reports to six sessions of Parliament in this ancient portfolio. His Brother Austen carried it six times before him. Before that it was carried by nobody knows how many British Chancellors.



RIGHT AHEAD OF YOU IS SUMMER

Wise men won't wait for it—They'll be stepping into the new darker toned Palm Beach Suits early . . . Enjoying their shape-retaining smartness for business and travel . . . Enjoying a money's worth that will soon be the talk of a nation.

There's an all-occasion wardrobe in the new Palm Beach... Town suits in blues, grays, tans and browns—Sport suits in distinctive checks, glens and pastel shades... Extra slacks, too—(\$5.00) and the smartest Tux of summertime (white coat, black tux trousers—\$18.50). See your favorite clothier.

GOODALL COMPANY • CINCINNATI



When you see this trade marked label sewn in the garment, you know you're getting genuine Palm Beach.

PALM BEACH SUITS

\$16⁷⁵

NEVILLE CHAMBERLAIN *(continued)*



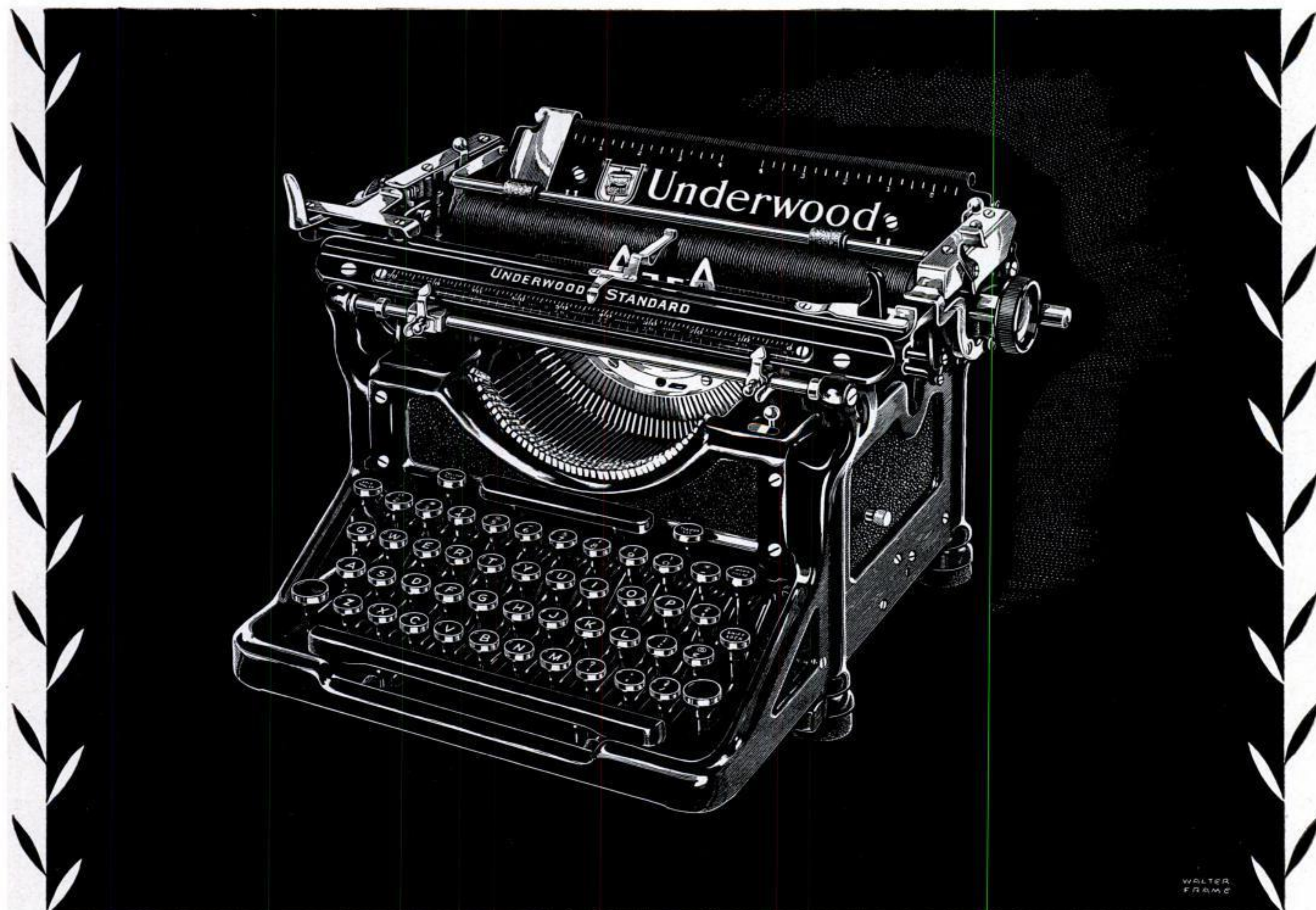
Social hub of the English midlands for half a century was Highbury Moor Green, mansion of the late great Joseph Chamberlain. To be received here was more important in Birmingham than to be received in Buckingham Palace.

The first great middle-class political dynasty of England was founded by the late Joseph Chamberlain. A Birmingham manufacturer, scion of a family of screw makers, he moved dominantly for 30 years among Victorian statesmen. Symbols of his arrogance were a monocle in a cold right eye, an orchid in his buttonhole. Though he instituted vital reforms and dictated imperial policy, he never attained the reward he most set his heart on—England's Prime Ministry. Fading into irritable old age, he chose his eldest son to fulfill his dream. So Austen Chamberlain was sent to Rugby and Cambridge, was polished in Paris and Berlin, was ushered in Parliament under his great father's banner. In time he bore the portfolio of Chancellor of the Exchequer and Foreign Secretary, but he fell short of England's highest office. What he and his father failed to attain, however, a third Chamberlain now has almost in his grasp. This is Neville, Austen's younger half-brother. For years he was considered a humdrum business man, good enough for Birmingham, but hardly good enough for Westminster. Called to London during the World War by Lloyd George, he was elected to Parliament in 1918, became Chancellor of the Exchequer in 1923, again in 1931. Today, with Stanley Baldwin near 70, and so weary under the "intolerable burden of office" that he will soon resign, the third Chamberlain of Birmingham waits his turn.



Salmon fishing in the Scottish highlands is Neville Chamberlain's favorite holiday recreation. His favorite gillie, Tom Thom, carries a second rod and a net.

CHAMPION



PLACE championship speed at the fingertips of *your* typists. Get greater typing production at lower cost . . . and at the same time make your letters better examples of fine typemanship . . . more representative of your business and YOU! • Not only Championship Speed but Championship Stamina are yours in the Underwood. You get the same outstanding qualities that have made the Underwood victor in 26 World's Typewriter Championships in 27 years of competition. • Telephone for a free trial of the Champion on your own work in your own office. Know why typists acclaim it . . . why executives endorse it. Know why Underwood produces and sells more typewriters than any other manufacturer in the world.

Typewriter Division, UNDERWOOD ELLIOTT FISHER COMPANY . . . ONE PARK AVENUE, NEW YORK, N. Y. Typewriters, Accounting Machines, Adding Machines, Carbon Paper, Ribbons and other Supplies . . . Sales and Service Everywhere
UNDERWOOD ELLIOTT FISHER SPEEDS THE WORLD'S BUSINESS

UNDERWOOD

Copyright 1937, Underwood Elliott Fisher Co.

WORLD'S LARGEST MANUFACTURER OF TYPEWRITERS



Picture yourself

**IN THIS "DUO RITA" LASTEX FOUNDATION
STYLED BY HICKORY**

RUNPROOF... EXCLUSIVE CONSTRUCTION

"My figure is probably no better than your own. It's the "Duo Rita" Foundation that gives me that svelte, slim look. If you don't believe me, try one and see!"

"Duo Rita"—a revelation in innovations. Sure, firm control in a closely-knit panel across tummy and hips, and porous mesh construction at center and bottom for cool comfort.

Two-way stretch Lastex, of course.

Foundation: for formal wear .. (INVIZ-A-GRIP Garters) \$7.50

Girdle: . . for about-town .. (INVIZ-A-GRIP Garters) 5.00

Pantie: . . for sportswear .. (Garterless Style) 5.00

WHEN YOU
STEP INTO
"DUO RITA" BY

HICKORY

YOU STEP
OUT IN
STYLE

A. STEIN & COMPANY • CHICAGO • NEW YORK



As a public speaker Lucy Baldwin has made countless talks for hospitals. But the first time she was so photographed was at London's Belgrave Hospital last month.

LUCY BALDWIN: WIFE AND SPEAKER

On April 10, Stanley Baldwin told the British public he would soon retire. His successor is expected to be Neville Chamberlain (*see p. 70*). With him into retirement will go his wife Lucy who has put many an idea into the Prime Minister's head and "sometimes taken one out." More often shown as wife (*below*) Lucy Baldwin has led a public life of her own. Only toward the end of it has the camera so portrayed her (*above*).



As a wife, Lucy Baldwin looks at her best in this hearthside picture taken in the Baldwin Manor, Astley Hall, in the English midlands. Printed in LIFE (Dec. 28) two weeks after the abdication crisis, it drew wide editorial comment.

SEIBERLING

TWO TREAD



AIR COOLED TIRES

These two treads protect you three ways!

-AND CUT YOUR TIRE COSTS BESIDES

1 Because they *never wear* smooth. This sharp, deeply-cut tread appears when the first tread wears off—giving safe, anti-skid traction at just the point where ordinary tires become smooth and slippery. *It gives you safe and sure-footed traction for thousands of extra miles.*

2 This rod goes through one of the patented* air channels that are built through the tread. These channels permit the tire to *breathe as it runs*. As the wheel revolves and the tread meets the road, the channels are squeezed shut, forcing out the destructive heat that causes most blowouts. Consequently the tire runs cooler—and a cooler tire is a *safer* tire.

3 Because of this air-cooling feature, Seiberling is able to use far more rubber in the tread than is possible in conventional tire construction—thus greatly extending the life of the tire. Users say these Seiberling Two-Tread Tires give them double the mileage they have ever experienced with ordinary tires—and cut their tire costs in half.

*The Air-Cooled Tire is covered by 8 U. S. patents

Your Seiberling dealer will show you how it will pay you in both SAFETY and SAVINGS to start using these wonderful tires NOW. See him this week for spring trade-ins.



Look for this symbol in your phone book when you want first-quality tires—sold and serviced by Seiberling independent dealers only.



THE SEIBERLING RUBBER COMPANY • AKRON, OHIO • U. S. A.

Seiberling Rubber Company of Canada, Ltd., Toronto, Canada



A RUG IS ONLY HALF A RUG WITHOUT AN OZITE CUSHION

THE CIRCLE TREAD OZITE IS THE OTHER HALF OF A RUG...

BUT BE SURE IT'S GENUINE OZITE... THAT STAYS FOREVER SOFT... LASTS YOUR ENTIRE LIFETIME... COSTS BUT LITTLE MORE THAN ORDINARY "PADS"... OFFERS FAR MORE COMFORT, SOFTNESS, ECONOMY. JUST LOOK FOR THE CIRCLE TREAD DESIGN AND THE FAMOUS NAME OZITE!

CIRCLE TREAD Ozite RUG CUSHION

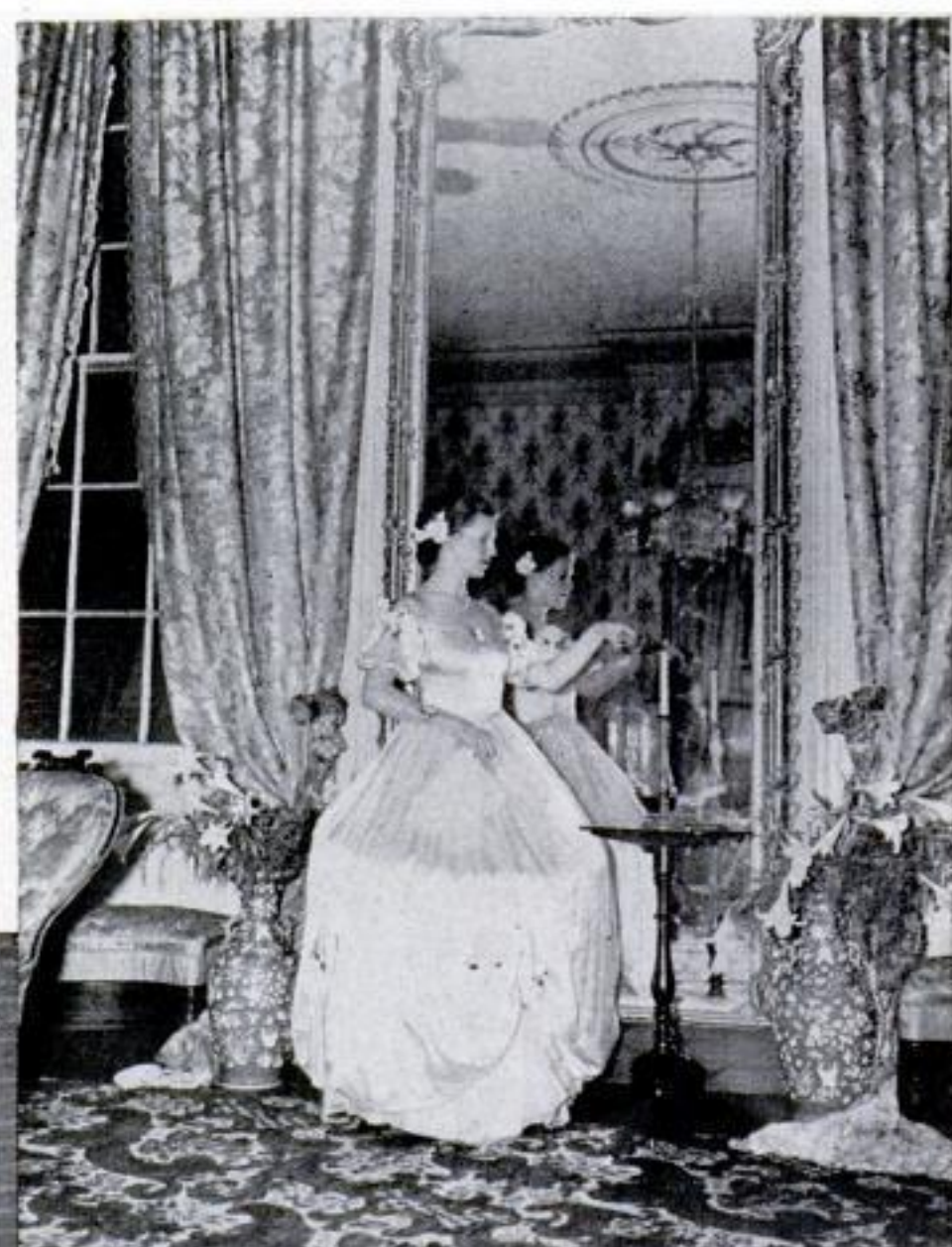
GET MORE FOR YOUR MONEY

NATCHEZ PILGRIMAGE ATTRACTS 7,400

At its sixth annual Pilgrimage, the Natchez Garden Club of Mississippi recently sponsored a Confederate Ball and Negro Spirituals concert, guided some 7,400 visitors to 19 historical houses and gardens at \$1.50 a head, gave the proceeds toward the restoration of local landmarks. Guides like the Mississippi belles shown herewith did their hoop-skirted best to revive ante-bellum glamour and to outdo another "sixth annual pilgrimage" sponsored two weeks earlier by the Pilgrimage Garden Club, which angrily seceded from its parent body, the Natchez Club, a year or so ago.



A Pilgrimage objective was the remains of Windsor Castle, once owned by David Hunt, greatest slave and plantation owner in the South, burned by a stray cigar butt.



Pilgrimage mansions found a costumed belle in each room to explain furnishings. Here Miss Anne Crump shows how to use an old candle extinguisher.



A Pilgrimage belle, properly costumed as a member of the King and Queen's royal court at the Confederate Ball, comes out for a right royal airing.

(continued on p. 78)

Meals That Fall Short Of Vitamins Served In Many Homes

You Don't Realize Whether Your Vitamin Supply is Short Until Poor Health Shows It.

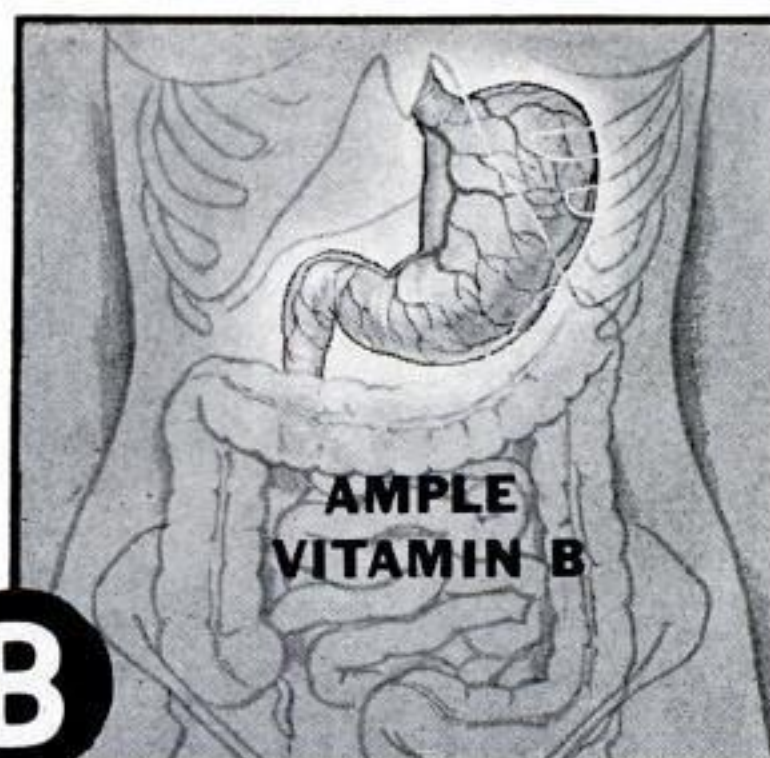
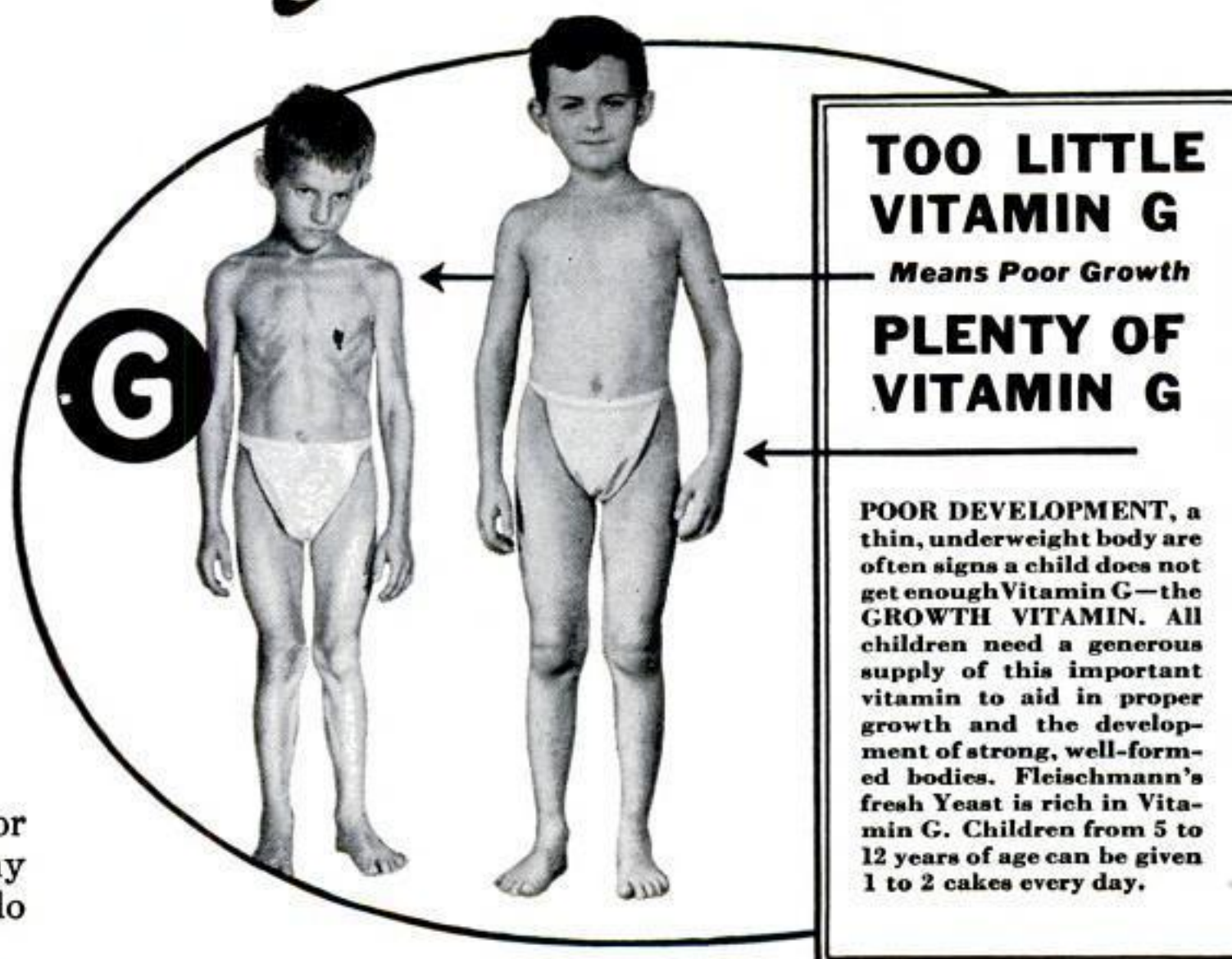
But, by Adding ONE FOOD to Your Diet EVERY DAY, You Can Make Sure of a Regular EXTRA Supply of these 4 Vitamins

THESE 4 vitamins, A, B, D and G, are needed daily for the best health of vital parts of your body. Yet—many people are victims of poor health because their meals do not furnish *enough* of these essential food elements.

The addition of just *one food* to your ordinary diet assures you a **SPECIAL** extra supply of these 4 vitamins daily.

That one food is **FLEISCHMANN'S** fresh **YEAST**. No other one natural food provides such a rich supply of *all 4* of these vitamins combined.

Give yourself the benefit of these extra vitamins in addition to what your ordinary meals supply. Eat Fleischmann's fresh Yeast regularly—3 cakes a day, a cake about ½ hour before each meal. Eat it plain, or dissolved in a little water. Begin today! Order two or three days' supply at a time from your grocer. Fleischmann's Yeast will keep perfectly in your icebox.

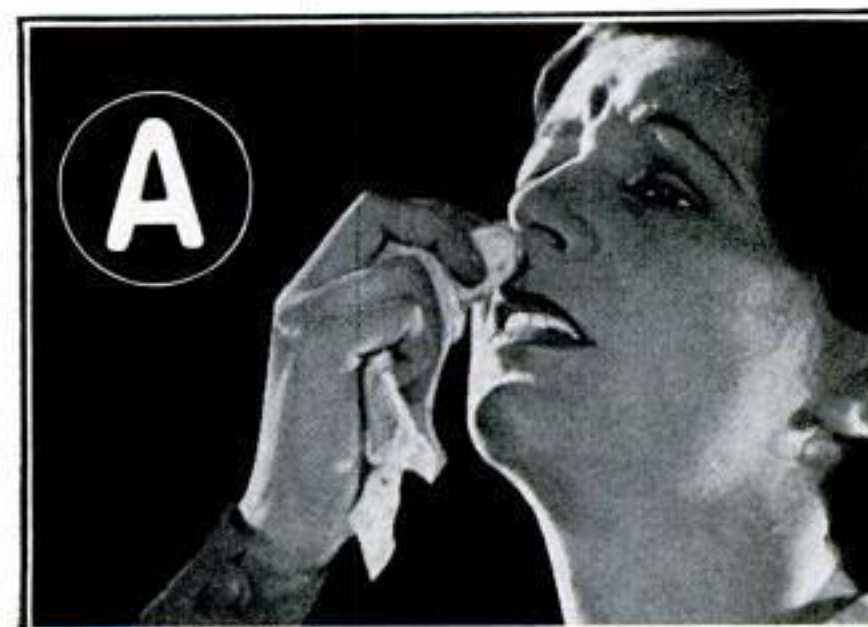


A **SAGGING** stomach (see picture at left), poor digestion and intestinal disorders can come from a shortage of Vitamin B—the important **NERVE VITAMIN**.]

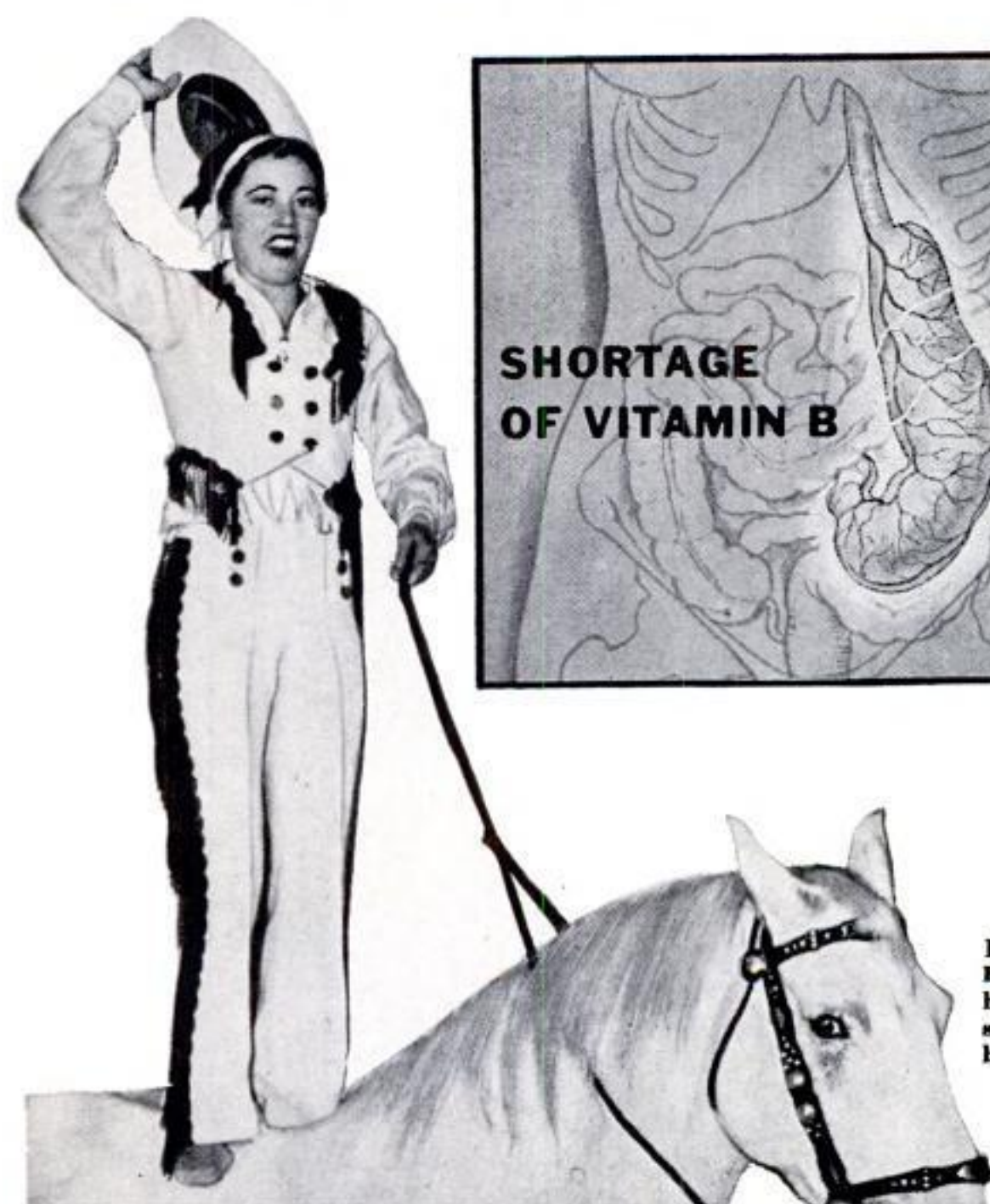
A **STRONG** stomach (see picture above), healthy bowels and intestines and steady nerves need an ample daily supply of Vitamin B. Fleischmann's Yeast added to your regular diet helps to increase your supply of Vitamin B. It is one of the richest natural foods in this essential **NERVE VITAMIN**.



CROOKED BONES that result in bowlegs and knock-knees can come from too little Vitamin D—the **BONE VITAMIN**. An ample supply of this vitamin is especially important for mothers during pregnancy and while nursing. It helps to lay the foundation for strong, straight bones, and well-formed teeth in the child.



INCREASED SUSCEPTIBILITY TO COLDS, a weakened condition of nose and throat membranes, and lowered general resistance can come from a shortage of Vitamin A. Recent tests indicate a large percentage of people are not getting enough Vitamin A. Let Fleischmann's Yeast help to keep you better supplied with this necessary vitamin.





*But it doesn't take a
barrel of DOUGH-RE-MI
to buy it!*

For years we've been winning folks to OLD QUAKER by putting a barrel of quality into every bottle without expecting them to dig up a barrel of dough-re-mi to buy it. Result? Folks feel kindly to our kind of whiskey. It never wears out a welcome.



SCHENLEY'S

OLD QUAKER

STRAIGHT WHISKEY—AS YOU PREFER
IN BOURBON OR RYE

BRAND

COPR. 1937, THE OLD QUAKER CO.
LAWRENCEBURG, INDIANA

HOOP SKIRTS *(continued)*



Hoop skirt freedom is enjoyed by this Natchez Garden Club member as she swings happily from one of the great oak trees on a mansion lawn between conducting tours for visitors at the recent sixth annual pilgrimage of local houses and gardens.



Hoop skirt trouble is developed by this modern miss who finds that stiles must have been quite a problem in ante-Civil War days.



Hoop skirt assistance is ably rendered by a Negro mammy to the Pilgrimage harpist as she leaves this well-preserved mansion.



WHOLEsome margarine, a fine and needed food product, is again in danger of being taxed out of existence.

In Washington and various state capitals, there are now pending bills which, if passed, would put an additional tax of from 5¢ to 20¢ on every pound of margarine.

These bills are not for revenue purposes. Rather, they are backed by selfish interests who would have margarine taxed out of existence, thereby hoping to increase the sale and price of butter.

The truth of the matter is, wholesome margarine and butter are equally delicious as a spread for bread and as a fat for cooking. Both have the same food-energy content: 3400 calories to the pound. Yet margarine sells for substantially less than butter.

And that is margarine's only crime: its very great economy!

Margarine's only crime is its great economy

This advertisement paid for by The Best Foods, Inc., 88 Lexington Ave., New York City, makers of Nucoa, and Hellmann's and Best Foods Real Mayonnaise, and other quality foods

Hence, such taxes would punish millions of low-income families who use wholesome margarine through necessity, and thrifty housewives who use it through preference.

An American Farm Product

Speaking for margarine that is made from nutritious fats produced from the crops of southern plantations, for margarine that is churned in fresh, pasteurized skim milk from northern pasture lands—it is as much a product of American farms as butter.

We applaud butter as a wonderful food, but, by the same token, we believe that margarine has a free and equal right to its existence.

Tell your congressmen and state legislators to vote against margarine taxes. Let them know that you are against such unfair and discriminatory legislation.



MARGARINE'S STAR WITNESS

NUCOA, THE WHOLESOME "THRIFT-SPREAD" FOR BREAD! Nucoa is a wholesome margarine, one hundred per cent the product of American farms. It contains nutritious domestic vegetable fats, extracted from southern farm crops, churned in fresh, pasteurized skim milk produced on the rolling pastures of the north. It is accepted by the American Medical Association Council on Foods and has the endorsement of Good Housekeeping Bureau.

3 reasons why this new chewing gum aids mouth health

Chew with a Purpose



1

ORALGENE is a tougher, chewier gum. It gives your mouth, teeth and gums much-needed exercise.

2

ORALGENE is the only chewing gum which contains milk of magnesia (dehydrated).

3

ORALGENE helps keep teeth clean—more thoroughly than a toothbrush alone can do. Chew it often.

Try this delicious new chewing gum. Sold at drug and candy counters—MADE BY BEECH-NUT.



ORALGENE... pronounced ORAL GENE
(mouth health)

Each piece individually wrapped

UNSIGHTLY WALLS
MADE GOOD AS NEW



You can easily repair holes in walls with Rutland Patching Plaster. Anyone can make a perfect job with Rutland.

MIDDLETON'S WALNUT
THE PERFECT PIPE TOBACCO



Every puff a tribute to a smoker's good taste.

Since 1856 Foil Package, 30¢
1 lb. tin \$1.15; 1 lb. \$2.25

SOLD BY LEADING DEALERS
If your dealer hasn't Walnut, order direct or send 10¢ for sample tin: John Middleton, 1211 Walnut St., Phila., Pa.

DEAF ?
AMAZING NEWS!

You may hear like normal again!
Amazing new instrument releases deaf from misery and embarrassment

The Godsend, new Scientific Electrical Hearing Aid, is guaranteed to give you same strain-free power to hear as instruments selling for \$85.00 to \$175.00, and more. PRICED AT ONLY \$19.75! Backed by \$1000.00 Money-Back Guarantee. Now you may enjoy sermons from back of church, lectures, conversation, radios, movies. Complete with Microphone, Batteries, and TWO Appliances for BONE or AIR CONDUCTION, both for less than the usual price of only ONE. Music and words heard distinctly from all directions, at close range or from distances. No distortion—no head noises. Instrument is lightweight, easily concealed in clothing, no more noticeable than pair of glasses. Write quick for FREE DETAILS, sent in plain envelope.

GODSEND COMPANY, Dept. U-492
4204 Davis Lane CINCINNATI, OHIO

LIFE'S PICTURES



Charles Herbert, the photographer shown above, is a crack March of Time photographer, noted for his Palestine and Gen. Chiang sequences. The Hawaiian army photographs on pages 36-37 are Mr. Herbert's.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- 6, 7, 9—GRANTLAND RICE—PARAMOUNT SPORTLIGHT
- 19—MARCH OF TIME—ACME, P. I.
- 20—RUSSELL AIKINS—P. I.
- 21—ACME, WILLIAM VANDIVERT—J. EDWARD RICE
- 22, 23—FOSTER C. STANFIELD.
- 24—M. ROBERT ROGERS, ACME—P. I.—INT., P. I.
- 25—INT.—THOMAS KORN, P. I.
- 26—UNIVERSAL NEWSREEL—INT. exc. cen. and rt.—BERNARD HOFFMAN
- 27—UNIVERSAL NEWSREEL—W. W., ACME—P. I., INT., ACME, INT.
- 28—J. H. MCCRORY—LOS ANGELES TIMES
- 29—LOUISE HILL, LARRY J. FISHER—LARRY J. FISHER—LLOYD BAKER
- 30—LARRY J. FISHER
- 31—LLOYD BAKER—LARRY J. FISHER
- 32—ED. CRONENWETH for M-G-M
- 33—M-G-M exc. l. lt. TED ALLEN for M-G-M
- 34, 35—M-G-M
- 36—CHARLES HERBERT—INT.
- 37—CHARLES HERBERT exc. lt. cen. courtesy LOS ANGELES STEAMSHIP CO.
- 38, 39—A. PETRUCELLI
- 40—Courtesy PAN-PACIFIC PRESS
- 45—J. GILBERT BARNETT—LOS ANGELES S. S. CO., ATLAS PHOTOS
- 46, 47, 48, 49—PAN-PACIFIC PRESS, exc. bot. rt. p. 49—P. I.
- 50—P. I.
- 52—BERNARD HOFFMAN exc. l. c. CONDÉ NAST PUBLICATIONS INC.
- 53, 54, 55—STEICHEN
- 57, 58—P. I.
- 60—KING VIDOR
- 65—P. I.
- 66, 67—PIERRE VERGER from B. S.
- 68—CAPA from B. S.
- 69—CAPA from B. S.—CAPA from B. S., GLOBE—P. I., GLOBE
- 70—GLOBE
- 71—W. W., INT., P. I.—N. Y. PUBLIC LIBRARY—W. W.
- 72—BROWN BROS.—KEY.
- 74—P. I.
- 76, 78—ED LIPSCOMB
- 83, 84—P. I.
- 86, 87, 88, 90—WILLIAM VANDIVERT

L. LT., LOWER LEFT; CEN., CENTRE; B. S., BLACK STAR; BOT., BOTTOM; EXC., EXCEPT; RT., RIGHT; INT., INTERNATIONAL; KEY., KEYSTONE; P. I., PICTURES INC.; U. & U., UNDERWOOD & UNDERWOOD; W. W., WIDE WORLD.



Death rides the roads! We do not mean to cry "Boo!"—merely to re-impress the fact that the safe handling of your car should be your first thought always, that tires have much to do with it, that they must be designed for safety to possess it! ● Pennsylvanias are the most modern tires you can buy... designed to deliver maximum road-grip, braking power and blowout resistance along with their famed wearing qualities and beauty. Convince yourself; before you buy your next set of tires, examine and drive Pennsylvanias. ● Write us for the name of your nearest dealer: he'll be glad to demonstrate.

PENNSYLVANIA RUBBER CO. of AMERICA, Inc.
Offices and Factory: Jeannette, Pa.

Pennsylvania Tires

"Fine Craftsmanship in Rubber"



Like every Master Craftsman he signed his work

BRIGHT among the names of those who have brought distinction to Kentucky is the name of the late Colonel E. H. Taylor, Jr.

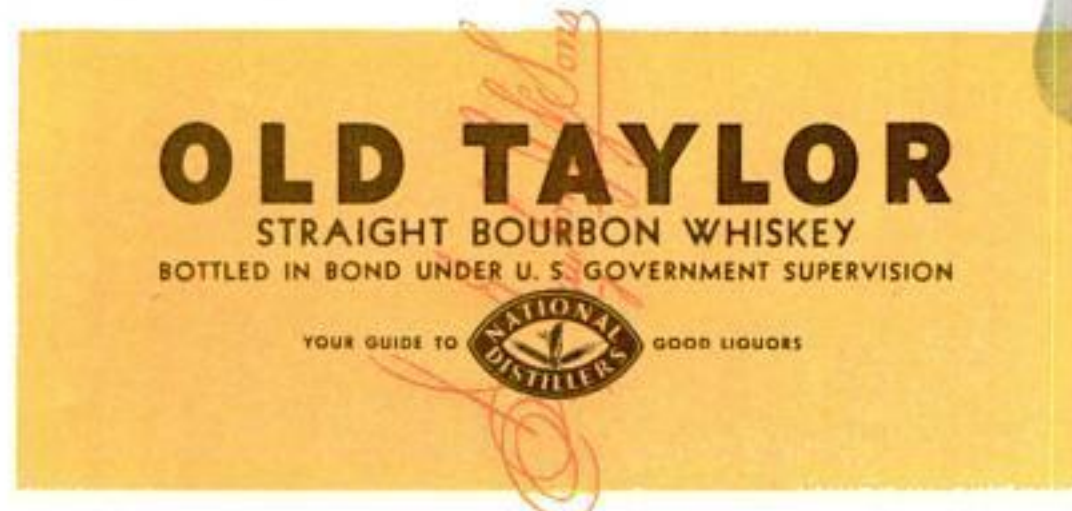
A leading distiller of his day, it was largely through his ceaseless efforts that bottled in bond standards were established.

He named his product Old Taylor and with pride placed upon the label in his own bold script "E. H. Taylor, Jr. & Sons."

Old Taylor today holds its proud place among great

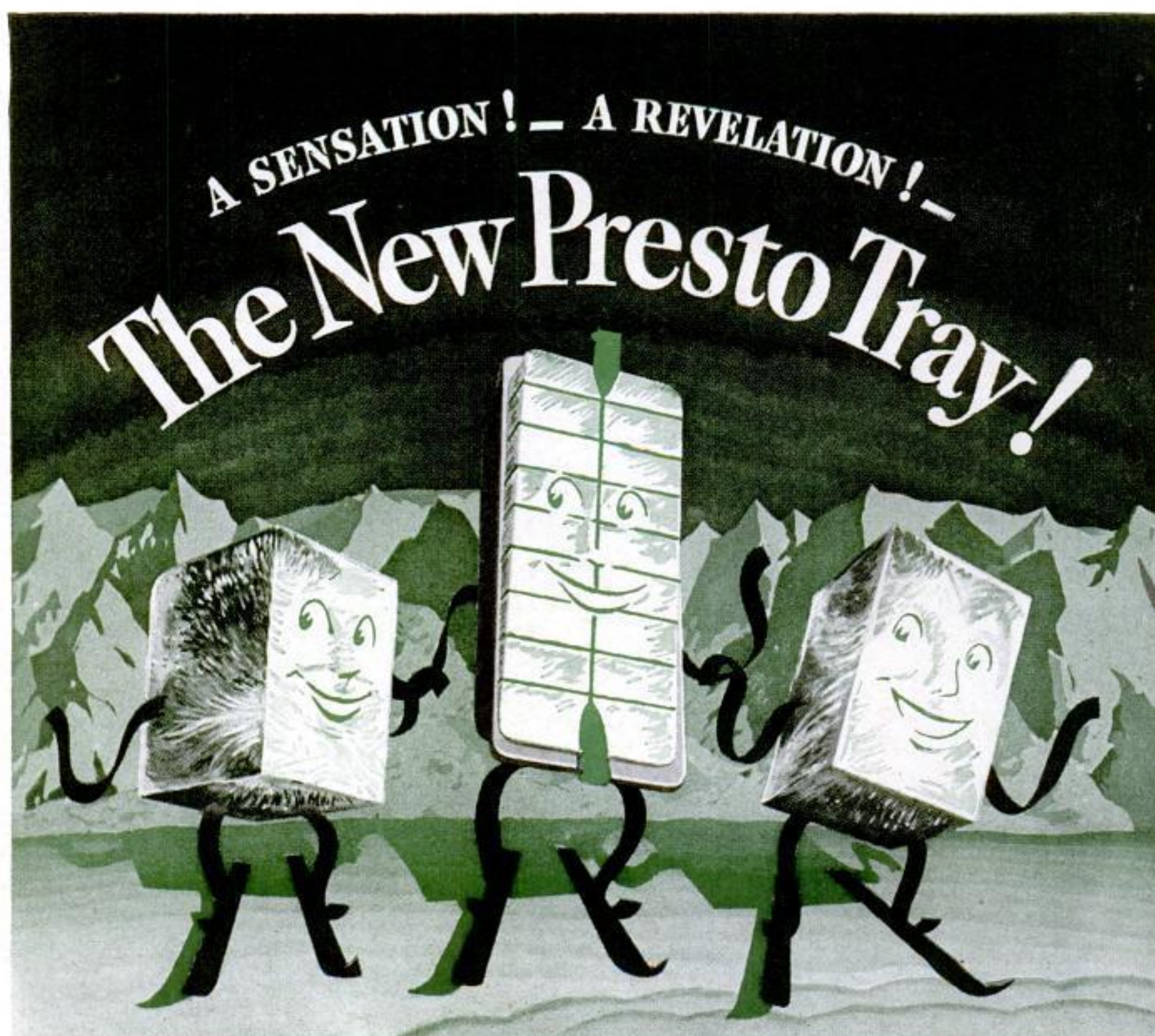
whiskies. That you may know the taste of superb Kentucky bourbon demand Old Taylor when you order. You will find it as fine a whiskey as can be produced.

NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK



Stephen Collins Foster caught the gladness and sadness of Kentucky in the song which millions hum when they hear the first strains of "My Old Kentucky Home"—and he too signed his work—

Stephen Collins Foster



OUT IN A FLASH!

It's new—it's different—it's dramatic. This magic finish Presto Tray of patented contour slips out of the freezing compartment in a flash. It does not stick. There are no sharp edges.



ICE CUBES INSTANTLY!

A slight pressure, and PrestoTray's patented contour pops out a rubber gridful of ice cubes... ready for use... one cube at a time or a dozen... as you need them. There is no sticking... and no splashing or sink dunking, no fuss or bother.



Treat yourself to the 10 second thrill of ice cubes via the *magic finish* Presto Tray of patented* contour. This revolutionary Inland invention is a new idea in simplicity of operation. Combining a *magic finish* metal pan of patented contour and new rubber grid, Presto Tray, simply—surely—instantly, gives you ice cubes... unshattered, full-sized, cold and

dry. There are no drippy, melted or wasted cubes. Fast freezing and quick releasing, Presto Tray is also ideal for frozen desserts and salads. Demand this safe, sanitary, *modern* conception of ultimate ice tray convenience by insisting that the refrigerator you buy comes fully equipped with *magic finish* Presto Trays.

INLAND MANUFACTURING DIVISION
General Motors Corporation, Dayton, Ohio



THE
MAGIC FINISH
PATENTED CONTOUR

Presto Tray

WITH RUBBER GRID

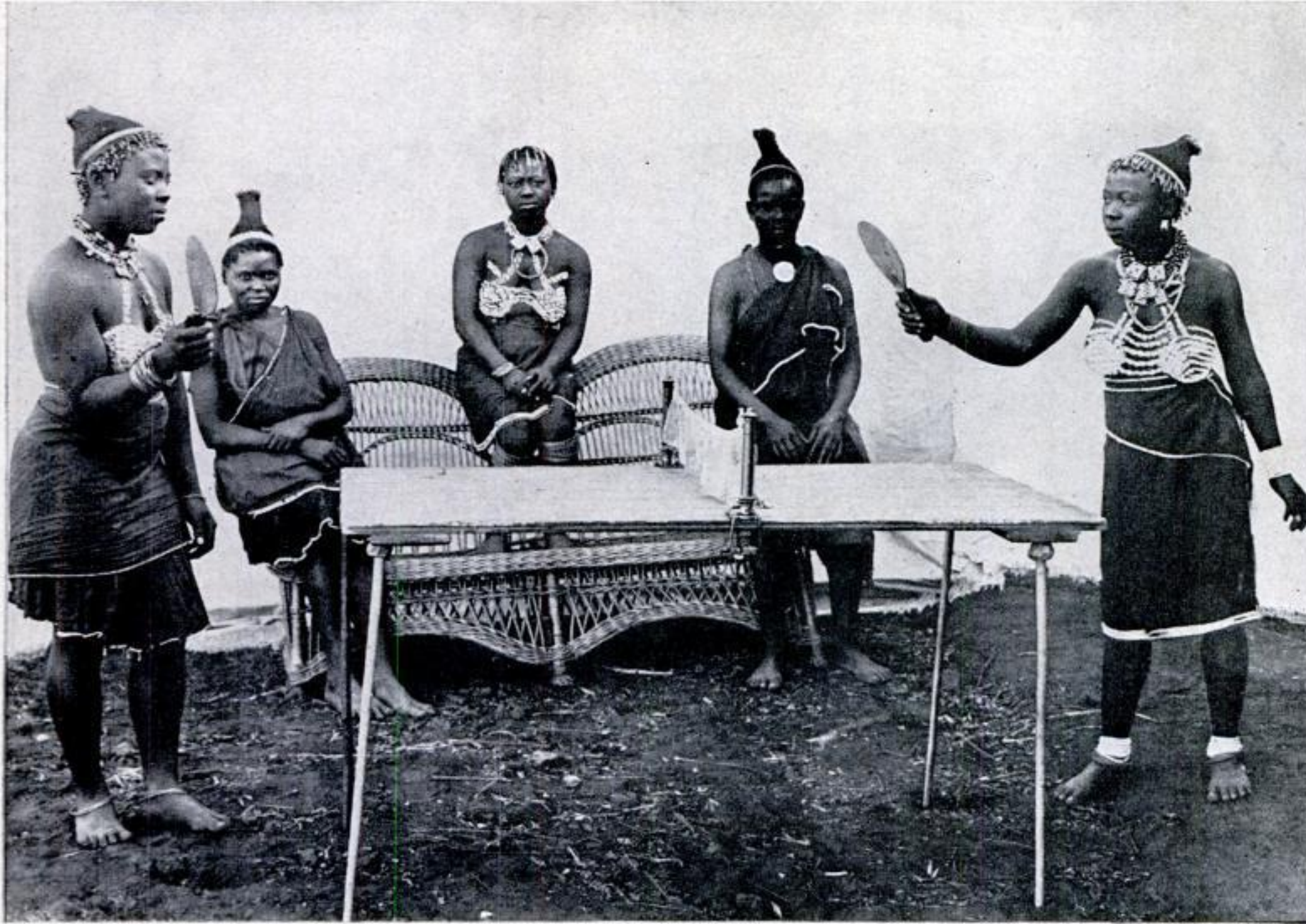
★
ICE CUBES IN 10 SECONDS

*Patent Pending

BRITAIN GOES TO ZULUS FOR LATEST CORONATION BLURB

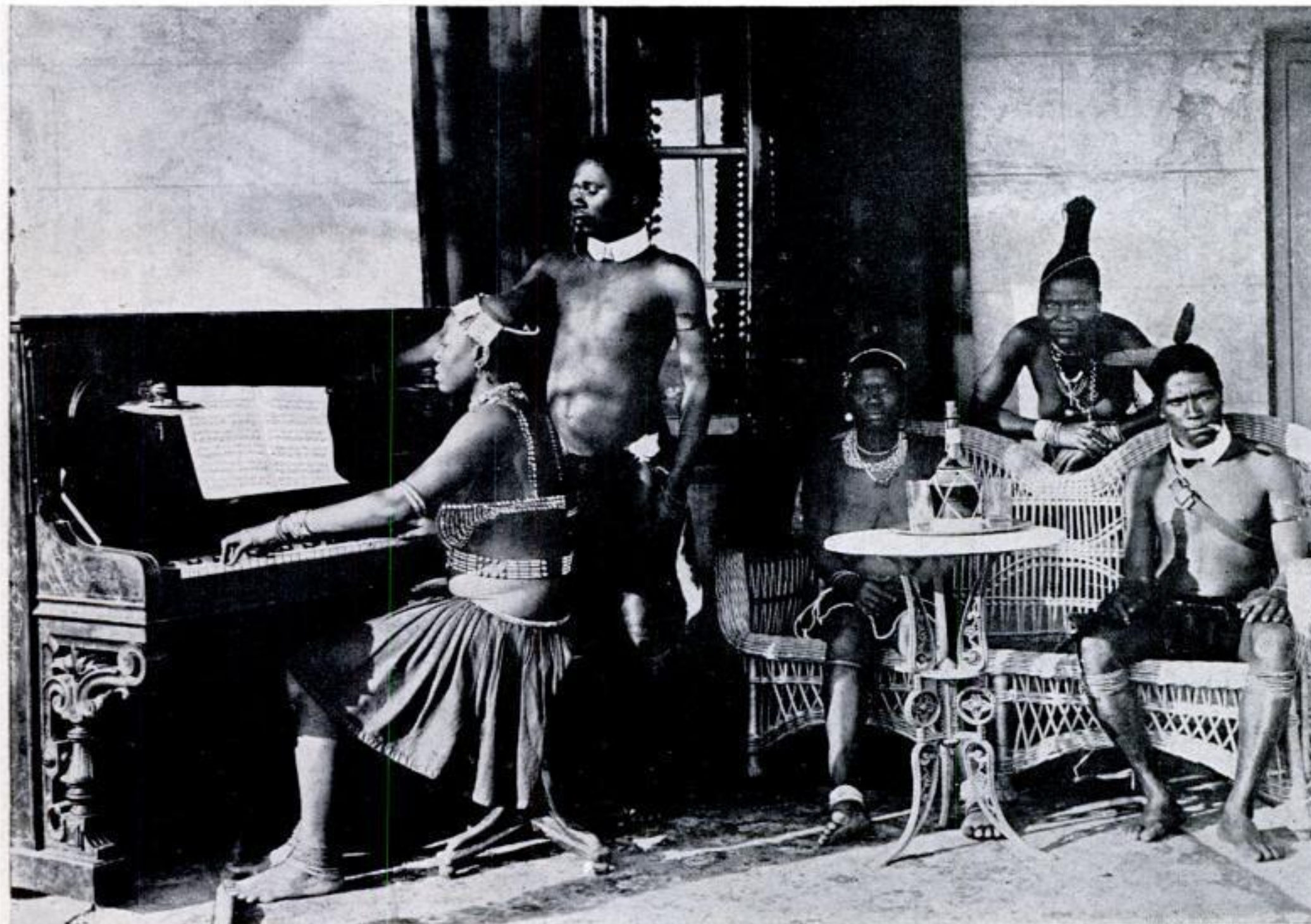
No event in English history has been so advertised as the Coronation of George VI. So persistent has been the royal press campaign that some Englishmen, like Novelist Aldous Huxley, have fled to America for peace. During May the author of *Eyeless in Gaza* and *The Olive Tree* will hide out in Colorado mountains from a Lon-

don grown "intolerable" with "Coronation blurbs" by a press that "is laying it on too thick." What Author Huxley means is illustrated by pictures on this page and the next. Obviously faked, they are labeled "Zululand Prepares for the Coronation," and have been faithfully offered to British journals at \$3 each and up.



"Ping-pong is very popular with the natives," says the caption under this British picture, purporting to show South African

Zulus preparing for the Coronation. The hair "buns" worn by Zulu belles are genuine, however much of the rest may be faked.



Zulu warriors and their women posed for this blurb distributed by the General Photographing Agency of London. The

caption is "Rehearsing Coronation Songs." A monocle on the warrior at the piano lends the authentic Coronation touch.

Made with
NO STITCHES

to rip or mar their beauty,
and introducing Buxton's

"GOLDEN GUARD"

TO PROTECT YOUR PAPERS...

A narrow strip of leather placed so that no contents can catch in the teeth of the popular slide fastener.



\$3.50
Buxton "Stitchless" Manda-lay Goat Zip-Tainer for bills.

\$2.50
(Below)
Chameleon Goat. Other "Stitchless" Billfolds, \$2.00 up.

● It's just one piece of leather, self-interlocked. No stitches to rip or fray. That's why you get added years of service with a Buxton "Stitchless" Billfold . . . a guarantee that it will last until the leather actually wears out. Cram all you want in the many roomy compartments—a "Stitchless" will expand to meet the heaviest load . . . contracts to original slimness on "light" days. And it will never cramp or buckle when folded.

Buxton
BILLFOLDS, POCKET CASES, KEY-TAINERS

"Leather for the Layman"
—Buxton's interesting new booklet designed to help you in the selection of any fine leatherware. Write for free copy. Buxton, Inc., Springfield, Mass.



ZULU CORONATION BLURB (continued)



Taken as a lark by a colonial, this "Zulu Coronation car" is now dutifully supplied to English newspapers. Zulus seldom live near white men's roads.



Leaders of fashionable Zulu society here display Coronation costume, says G. P. A. Actually the beaded breast pouches were painted in afterwards.

2 Simple steps

INSURE PERFECT PICTURES
WITH *your*
CAMERA

1

Just before you shoot, point a WESTON Exposure Meter at the scene or subject to be photographed. The meter instantly measures the reflected light, and gives you the correct camera settings. Then...

2



Set your camera as indicated on the WESTON Meter, and take your picture. You'll have correctly exposed negatives...

whether you're shooting indoors or out... and no matter what kind of camera or film is used. On sale at all photo dealers. Literature on request.



Weston Electrical Instrument Corp.,
630 Frelinghuysen Ave., Newark, N. J.
Send literature on WESTON Exposure
Meter.

Name.....
Address.....
City.....State.....

STORE NOW SELLING 65 COPIES OF LIFE WANTS 5,000

Inspired by the recent report in LIFE of an experiment in Worcester which indicates LIFE's total potential circulation in the high millions a department store wires:

"Would it be possible for us to secure 5,000 copies of the next week's issue of LIFE? We noted with interest your experiment with one town in Massachusetts and would like to try a similar experiment to see how many copies one individual store could sell. Our copies of LIFE, of which we receive only 65, are gone in about three minutes on Friday mornings. Will you please let me know at your earliest convenience?"

LIFE's answer was regretfully "No."



BILLY BAXTER CLUB SODA, SARSAPARILLA and GINGER ALE

Made by America's Master Carbonators, a band of workers who make carbonated drinks fine regardless of cost. The goods in this package are guaranteed to be higher carbonated than any similar articles bottled in the world—mixed, or served straight, they will give perfect service.

Billy Baxter is in small, clear bottles for individual use—it is elegant, fashionable, chaste.

A single trial will give you beverage delight unknown before.

At your dealer, or mail \$2.00 for one dozen bottles; packed as shown above, and prepaid.

THE RED RAVEN CORPORATION
CHESWICK, PA.

Owners of Red Raven Splits

THE HANDIEST POCKET KNIFE EVER DESIGNED!

● Once you've used it, the Christy Sport Knife will have as warm a place in your heart as your favorite fishing rod... Neat, handy, useful, and durable... Brass frame, heavily chromium plated. Blade of finest razor steel.

Smart...practical

Graceful design, light weight; fine enough to wear on your silver, gold or platinum chain... sturdy enough to stand up under the use to which you put a knife.

Three blades in one

Instantly opened or closed with one hand. No broken fingernails. Blade locks easily in any one of 3 lengths... really three blades in one.

GUARANTEED TO PLEASE
Sent postpaid on receipt of \$1.00. Please use coupon below. Satisfaction guaranteed.

Salesmen—Write for proposition

DEALERS—Be among the first to sell this novel profit item. Write at once for full particulars and prices.

THE CHRISTY CO., Fremont, Ohio

Enclosed is \$1.00, for which please send me a Christy Sport Knife. If I am not entirely satisfied with the knife, I may return it and my \$1.00 will be refunded. (Ohio orders add 3c for sales tax.)

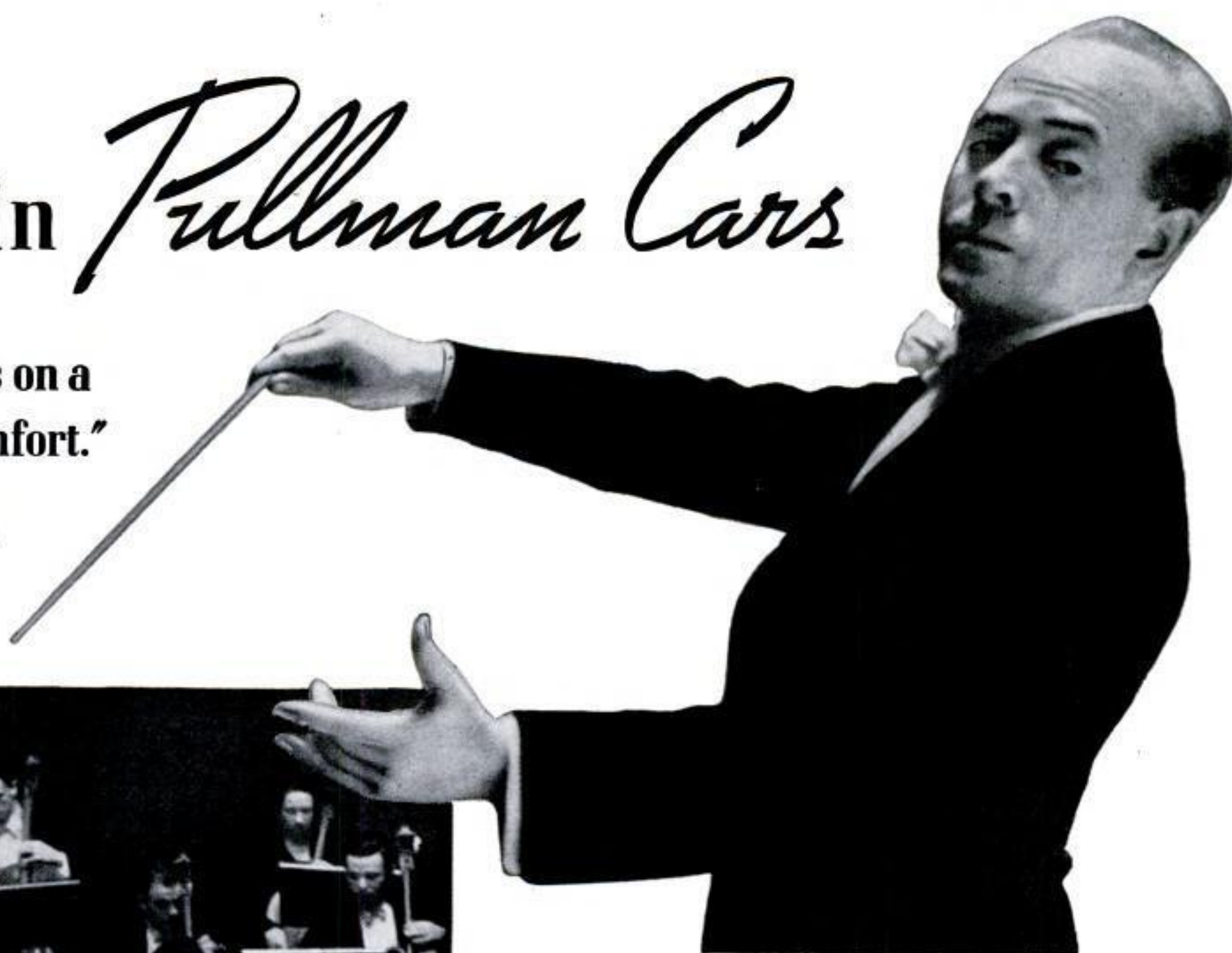


Lived 5 Weeks in *Pullman Cars*

"It seems incredible that five weeks on a train could be so free from discomfort."

Alfred Reginald Allen

Manager, Philadelphia Orchestra



Eugene Ormandy, conductor with Philadelphia Orchestra on current 1937 Transcontinental Tour of the United States.

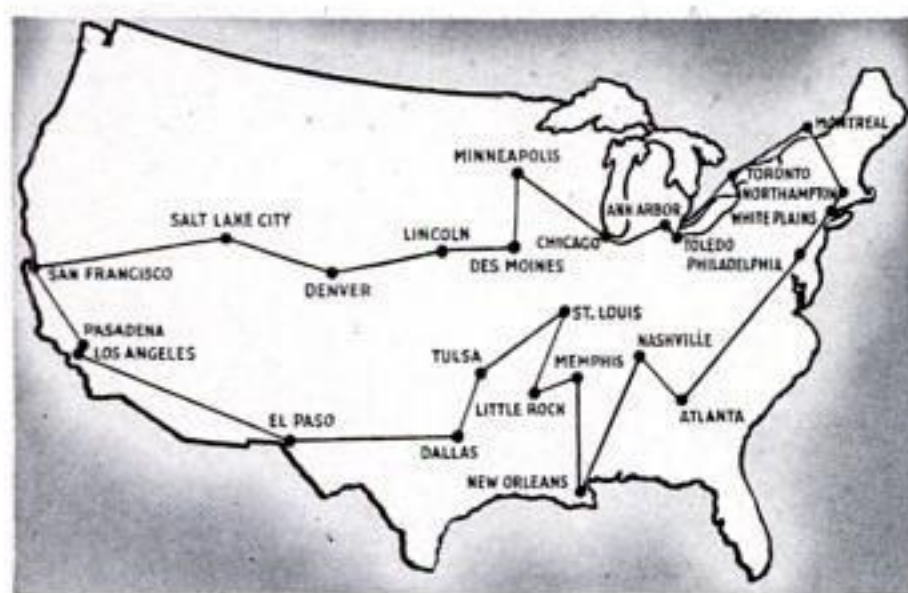


Photograph by Dooner

José Iturbi, who, with Eugene Ormandy, is conducting Philadelphia Orchestra during its current 1937 tour of the nation.



Impromptu "concert," Greeley, Colo.



Philadelphia Orchestra-RCA Victor 1937 Transcontinental Tour via Pullman comfort and safety.

One hundred and ten orchestra members and staff men living 35 days in Pullman cars! What a test of Pullman comfort and convenience! To a man, members of the Philadelphia Orchestra-RCA Victor Transcontinental Tour of 1936—needing wholesome rest during continuous rehearsal and performance—were enthusiastic in their approval of Pullman service. This year finds them eager for their 1937 tour. It means clean, restful, relaxing travel, nights of good sound sleep, carefree safety, homelike convenience and comfort.

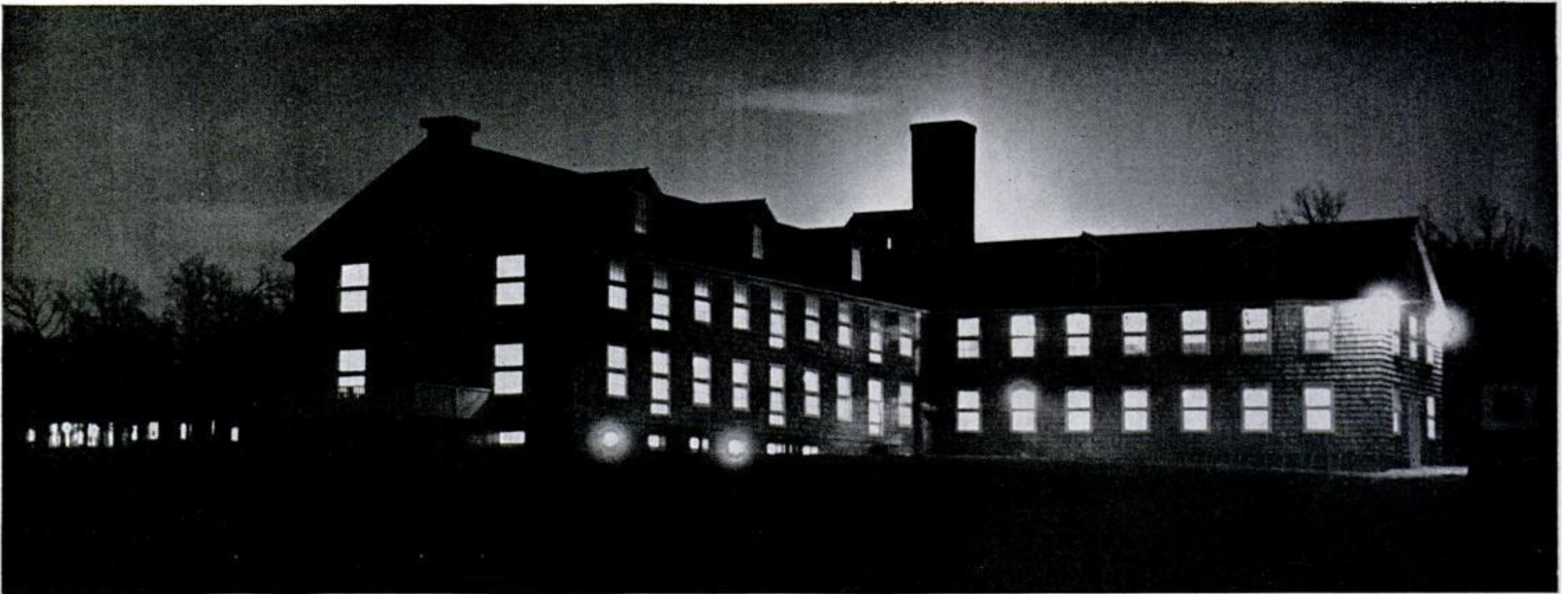
Life was made especially pleasant for this trainload of musicians. But that's only typical of the kind of service Pullman provides for more than a thousand trainloads of patrons daily! And it affords them the *safest* of travel. Not a life lost among all the millions of passengers and employees carried in 1935—and again not a fatality in 1936.

Plan to make your next trip in Pullman safety and comfort, available on railroads in the United States and on various lines in Canada and Mexico. Your ticket agent will be glad to give you full information; or write to

THE PULLMAN COMPANY, CHICAGO

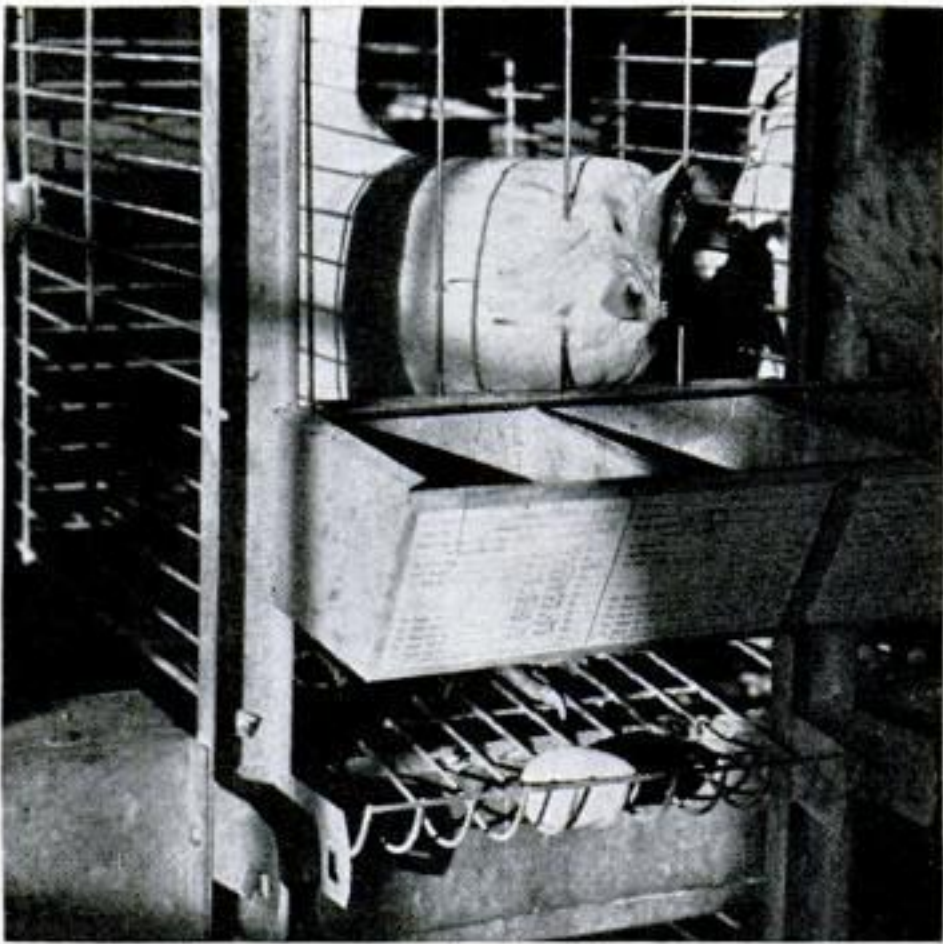
Pullman and Rail—The safe way to go and the sure way to get there





LEEDS MITCHELL'S CHICKEN HOUSE, SHOWN ABOVE IN 7 P. M. MOONLIGHT, REMAINS LIT UNTIL 7:30 TO INSPIRE LIGHT-LOVING HENS

7,000 HENS WORK FOR CHICAGO BROKER



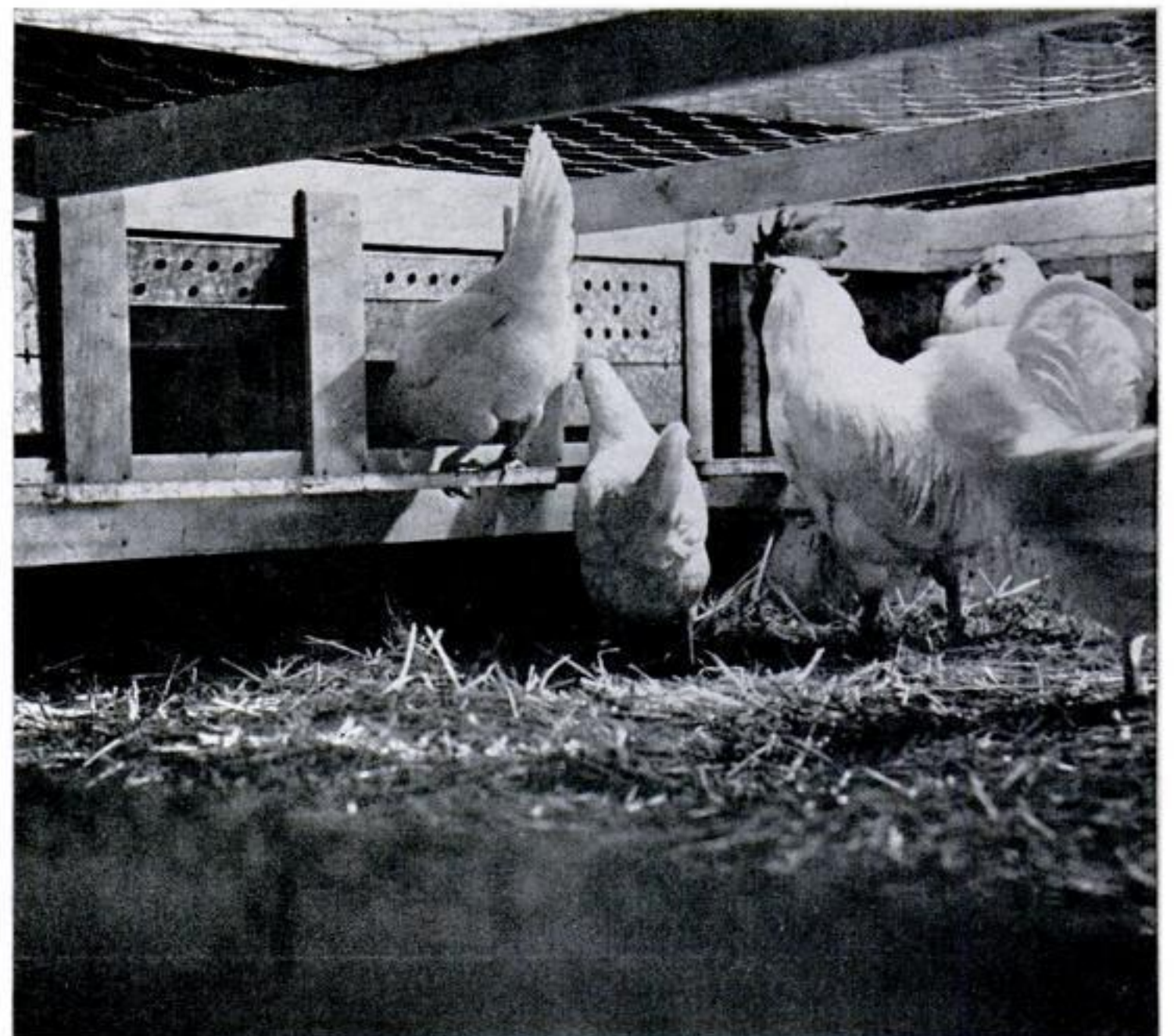
The notion, common among sophisticates, that to go in for chicken raising is a step toward the poorhouse is properly dispelled by the modern, businesslike chicken farm which Leeds Mitchell, prominent Chicago broker recently established on his 320-acre estate in the pleasant Illinois countryside 60 miles northwest of Chicago. There, on 80 acres set aside for the project, he operates a thumping chicken business, with some 7,000 laying birds, aided and abetted by 300 willing roosters, producing some 5,000 eggs a day. The best of these, except for a few for his table, Mr. Mitchell sells to such swank Chicago friends as Charles Barnett Goodspeed, to such swank Chicago clubs as the Chicago, Onwentsia, and Chicago Golf, at as high as 50¢ a dozen. Others are sold to neighboring dealers at a more modest price. In 1936, his first year, Gentleman Chicken

Farmer Mitchell spent \$29,000 in salaries, feed, light and heat; took in \$22,000 from the sale of eggs and chickens. Since the laying batteries of Mr. Mitchell's Cittadella Farms are currently filled to their 1,350-cage capacity, he may well make the profit of \$5,000 which he has set as his 1937 goal.

A major factor in Cittadella Farms' success has been a wise selection of up-to-date equipment which includes a \$45,000 air-conditioned chicken house complete with incubator facilities for 18,000; automatic trays which turn hatching eggs from side to side every four hours; 3,200 cages in which future broilers may grow plump, and laying batteries into which hens go to lay in peace and privacy (left). Note that the hen stands on a wire screen so slanted that the egg, on being laid, rolls into a gutter from which it may easily be retrieved.



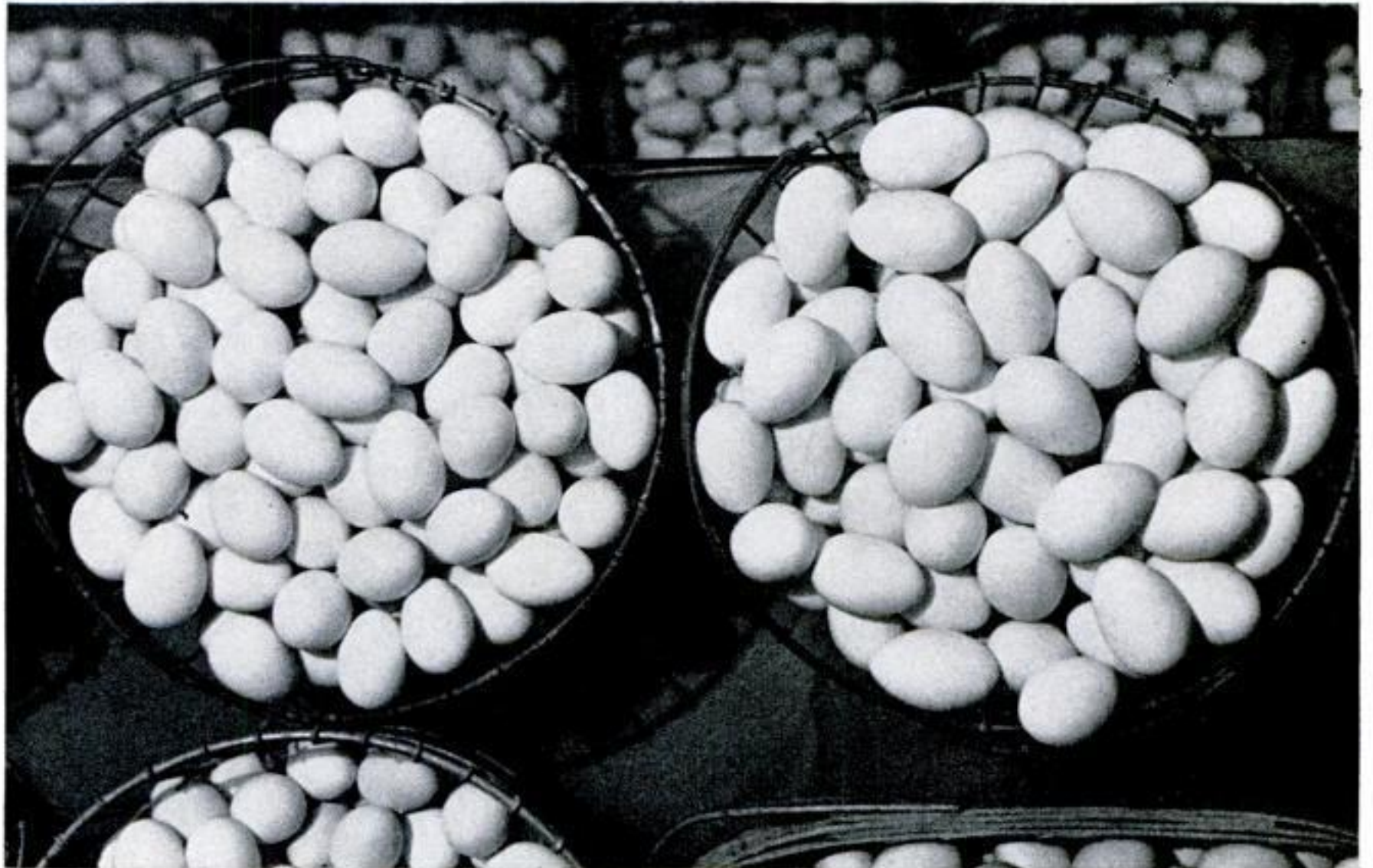
Laying batteries at Cittadella Farms boast tiers like these containing 1,350 individual cages. Because they stand on a wire screen through which droppings fall onto a movable tray below, Mitchell hens are eminently sanitary hens. The man above is the farm's manager.



Special pedigree pens for a dozen breeding hens and one rooster each occupy one large section of the building, contain half a dozen cells, or trap nests, into which crack hens go to lay. Above you see a hen entering a trap nest while two others are already sprung.



Picked up in baskets like those shown on the floor above, Cittadella Farms eggs are crated or boxed prior to being shipped. Last year's sales totalled some 750,000 at an average price of 25¢ a dozen.



Piled in crates the eggs above are, left to right, U. S. Standard eggs, weighing 24 oz. a dozen and currently selling for 32¢; and special Cittadella

Farms double-yolk eggs which sell for 41¢. Mitchell hens also lay triple-yolkers running to 50 oz. a dozen which are sold to their owner's friends and clubs.

THIS COCK O' THE ROOST (SEE ALSO FRONT COVER) IS ONE OF 300 WHICH CHEERFULLY SERVICE SOME 7,000 CONTENTED CITTADELLA FARMS HENS



IN THE LAND OF THE *Voyageur*



This photograph by Ivan Dmitri is reproduced through the courtesy of the Abbé Albert Tessier des Trois-Rivières, capital city of the far-famed St. Maurice Valley.

TO real lovers of nature and the great outdoors, *La vieille Province de Québec*, offers delightful holidays amid surroundings that combine the picturesque and the romantic, to a superlative degree.

You can enjoy the pleasures of exploring glorious mountain streams by day, and at nightfall, return to all the amenities of modern luxurious living at the great Manoirs and Châteaux, or the many Chalets and Inns where the new world meets with the old, against a background of romance that has more than four centuries of history behind it.

Let Quebec be the scene of your next vacation. It promises all the intriguing delights and fascination of a trip abroad — and it's only overnight from almost anywhere.

La PROVINCE de QUEBEC

Office du Tourisme Québec, Canada.

ILLINOIS CHICKEN FARM (continued)



Cittadella Farms kennels, which Host Mitchell, who loves his dogs with a more disinterested affection than he has for his chickens, delights to show to week-end guests at his 320-acre farm, include eight Irish setters and four English setters.



Cittadella Farms Manager Karl Freund, who built the main chicken house and competently manages the business, poses proudly with two highly prized Leghorn roosters.

Cittadella Farms Owner Leeds Mitchell and Cologne-born Manager Karl Freund feed a flock of young hens which are just about ready to go into heavy laying production.



Cittadella Farms Customer M. Steinberg, Highland Park egg wholesaler, enjoys a Sunday morning haggle with Manager Freund prior to purchasing five cases of eggs.

(Continued on page 90)

Enjoy the luxury of
Great Northern Railway's
Empire Builder
on your way to the
Pacific Northwest
SPOKANE • SEATTLE • TACOMA
PORTLAND • VANCOUVER • VICTORIA
CALIFORNIA • ALASKA
via **Glacier Park**



every luxury
every economy
air-conditioned



● The Empire Builder includes solarium observation car, radio, lounge, buffet, barber, valet and bath, standard Pullman cars, bedroom cars (after May 15), tourist sleepers and luxurious coaches, splendid dining car service with excellent meals at very low prices. Low summer fares.

-----MAIL COUPON TODAY-----
A. J. Dickinson, Passenger Traffic Manager
Great Northern Railway, Dept. L-2
St. Paul, Minn.

Please send me information about your service to:
☐ Glacier Park ☐ Pacific Northwest ☐ Alaska
☐ California ☐ Prepaid Tours

Name.....

Address.....

City..... State.....

**"SEE JIM, RAILWAY EXPRESS
TRAVELS AS FAST AS WE DO"**



Correct. Railway Express top-speeds your packages, baggage, pets—anything—everything—by fast passenger trains—or by super-swift Air Express planes. Delivers them promptly, accurately, at low cost. For this modern, intelligent service, telephone any Railway Express or Western Union office in your city.

RAILWAY EXPRESS
AGENCY, INC.
NATION-WIDE RAIL-AIR SERVICE

Continuing on the air

★ ★ ★

**THE MARCH
OF TIME**

under the sponsorship of

**SERVEL
ELECTROLUX**

THE MARCH OF TIME on the air, now in its seventh year and presented each week since last October under the sponsorship of the editors of TIME and LIFE, will begin a new series of broadcasts on Thursday, April 15, under the sponsorship of Servel, Inc., makers of Servel Electrolux Gas and Kerosene Refrigerators.

As in the past, the Editors of TIME INC. will continue to prepare and present THE MARCH OF TIME, with complete editorial freedom and responsibility, selecting each week from the stirring and significant news events of the world those that can best be told in dramatic form. With the new sponsorship, the program will remain unchanged, but will be broadcast over an extended coast-to-coast network of the Columbia Broadcasting System—at the same time each week.

★

\$170 UP
EUROPE
ROUND TRIP
TOURIST CLASS

Every
PRIVILEGE YOURS
without RESTRICTION

From the wide sunswept decks to the beautifully appointed public rooms the whole ship is available for your enjoyment. And it's great to have an entire trans-Atlantic liner devoted to your pleasure. You'll like the friendly, democratic spirit that prevails and once you've sailed with us we are sure you'll become an addict to this modern way to travel.

WRITE FOR BOOKLET "L"

See Your Local Steamship Agent or
THE MODERN ONE-CLASS FLEET
ARNOLD BERNSTEIN
RED STAR LINES
17 Battery Place New York, N. Y.



Supreme
in service
in comfort
in convenience

★

THE
**PALMER
HOUSE**

STATE STREET AT MONROE
CHICAGO

★
Edward T. Lawless
Manager

CANADA CALLING YOU..



Choose
from

**1,001 DIFFERENT
VACATIONS!**

PACK your bags and head north this summer . . . for a *different*, thrilling, inexpensive vacation as "Guest of Canada", your friendly northern neighbor.

Do you long for quiet woodland peace? . . . Take a family cottage on the sun-bathed shore of one of Canada's Maritime provinces. Swim, canoe, golf and hike by day. Then sleep as you've never slept before all through the crisp, cool night.

If you love the "colony" life . . . Plan to join the gay, congenial crowd at one of our many smart, world-famed resorts.

If a motor tour appeals . . . Set your course along Canada's miles and miles of scenic highways. Stop over at wayside inns, camp in beautiful National Parks, or put up at great, modern hotels.

Are you a fisherman? . . . Discover the sportsman's paradise, in Canada's forested lakelands and along her myriad rivers. You'll find them richly stocked with fighting beauties.

Tour by train or bus—or enjoy an inland cruise through mighty waterways, if you prefer. . . And remember that each of the thousand-and-one vacations Canada invites you to enjoy is an *inexpensive* vacation. Learn more about them all by sending the coupon for our big, free Vacation Guide.

**CANADIAN TRAVEL BUREAU
OTTAWA, CANADA**



A lovely scene in beautiful Victoria's land-locked harbor . . . a "bit of England" on this side of the world!



Sail, cruise, paddle or pole . . . you'll never forget the sheer, blue beauty of Canada's holiday waterways.



Good motor roads invite you to explore the National Parks of Canada.



Canadian Travel Bureau, Ottawa, Canada.

☐ Please send me free copy of your 68-page illustrated book about vacationing in Canada.

☐ Please send information on.....

district, province of.....

Name.....

Address.....

State.....

AP-837

FARMER EATS HIS OWN EGGS (continued)



To determine their freshness, Cittadella Farms eggs are candled, or held up against the light of a flame, before being eaten by the family or sold to the public. Eggs not wholly fresh or with blood clots are promptly discarded.

Their freshness warranted, Gentleman Farmer Mitchell tackles his two breakfast eggs, each of which is specially boiled in a tablespoon of water, then steamed for two or three minutes. Note the chicken motif in the saltcellars.

Prime favorites at Cittadella Farms are English setters Snug and Flash, here shown playing with their master and mistress. The rug at Mr. Mitchell's feet is the fur of an Alaskan bear, goes well with the house's simplicity.



Nobody will know
if you use it—
but everybody
will know
if you don't



Don Herold Says:

The chance you needn't take

This is written for men who don't need Mum.

They're the kind who need it.

I'm not interested in men who aren't interested in utmost personal cleanliness. I'm after the fellow who bathes scrupulously every day or so—the man who wants to be perfect—who, in fact, thinks he's so careful that he doesn't need Mum to cover up.

He's the one who needs it, and who *deserves* it.

A bath really lasts about 30 minutes when it comes to this perspiration aura business. Especially if you're the perspiration aura type. You can scrub the skin off—and still need Mum in half an hour.

I'm talking to men who would like to use it as a precaution—not as a disguise.

I mean men who'd rather use Mum every day ALL YEAR than be caught ONCE needing it. *Nobody will know if you use Mum, but everybody MAY know if you don't.*

Mum is a pleasant cream which stops perspiration odors without interfering with perspiration. Millions of MEN now use a dab under each arm every morning, and again before evenings out. It's good also for the feet, to keep hose and shoe linings fresh.



It's easy to take, because it has a faint, agreeable fragrance which pleasantly invites its use.

If you're the sort I mean, you seldom "send coupons" but I hope you'll vary your custom and snip off the corner of this page and send it for a free sample of Mum, to Bristol-Myers, Inc., Dept. Q-47, 630-A Fifth Ave., New York City.



**MUM TAKES
THE ODOR OUT OF
PERSPIRATION**

You Can Be A "Good Sailor" Just ... Take —



"Insures" Travel Comfort

Mothersill's helps your system adjust itself to the strain of travel motion so you can enjoy your trip by Sea, Train, Motor or Air. It is sold in over 64 countries, even including those that limit their imports to necessities.

The Mothersill Remedy Co., Ltd., New York, Montreal, London, Paris



NEW Outside
NEW Inside
NEW Lobby
NEW Elevators
NEW Sleeping Rooms
NEW Blue Fountain Room
NEW Coffee Shop
NEW Men's Bar
NEW Cocktail Lounge
NEW Kiddies' Bar
NEW Grill
NEW Barber Shop

James Louis Smith
GENERAL MANAGER

LA SALLE
HOTEL Chicago
"FOREMOST IN FRIENDLINESS"

THE CAMERA Sensation OF THE YEAR



MAKE MONEY WITH AN argus CANDID CAMERA

The sale of one good "news" shot
will more than pay for it

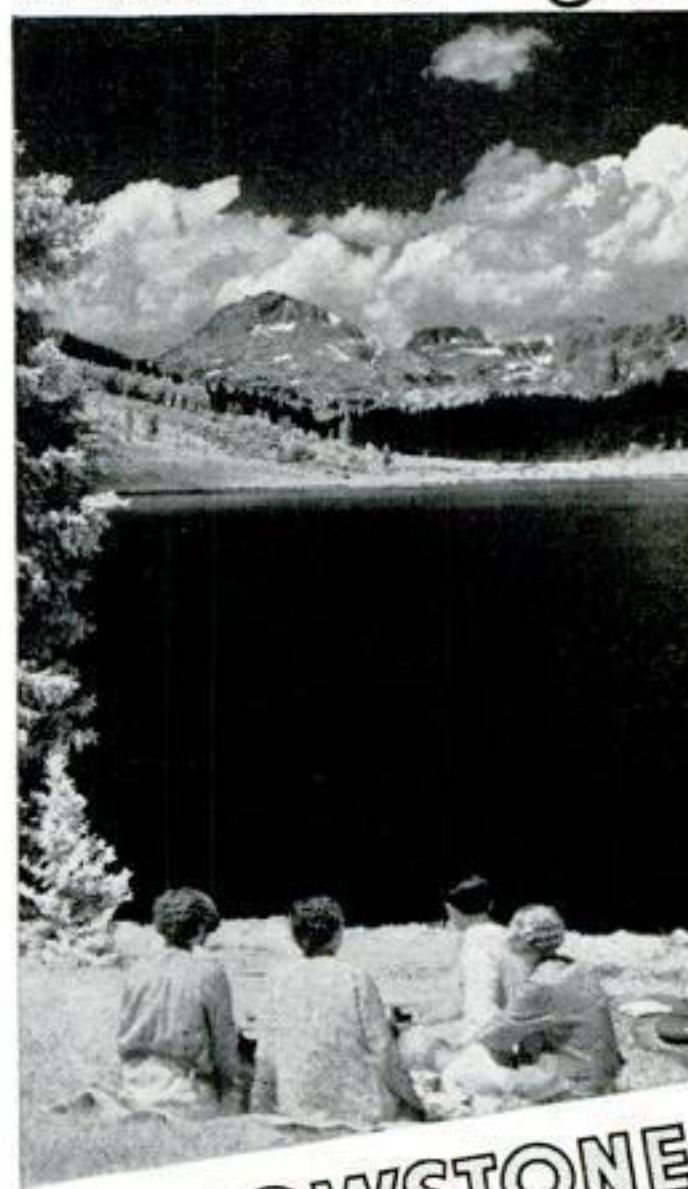
- ★ Stops action and takes good pictures even on dark, rainy days.
- ★ Film costs less than a penny a picture when bulk film is used.
- ★ Takes news shots, portraits, night and stage pictures, and also uses natural color film without change of lens.
- ★ Thirty-six "still" pictures with one loading of standard 35 mm. motion picture film.
- ★ Sharp focusing simplified to only two settings—far and near.
- ★ Fast f4.5 lens with 1/25 to 1/200 shutter speed.
- ★ Size, 5 by 2 1/4 inches and weighs only fourteen ounces loaded.

WRITE FOR LITER-
ATURE and visit your
nearest Argus dealer.

\$1250

A complete line of accessories available
INTERNATIONAL RESEARCH CORPORATION
150 FOURTH AVENUE ANN ARBOR, MICHIGAN

Red Lodge GATEWAY TO



YELLOWSTONE AND NEW Red Lodge HIGHWAY NOW OPENED TO NORTHERN PACIFIC TRAVELERS

Visit Yellowstone this year and be among the first to experience the tremendous thrill of this new Northern Pacific Railway trip through the new Gateway and on into the Park over the astounding Red Lodge Highway ... literally on top of the Rockies for many miles at an elevation of over 10,000 feet. Nothing like it in America. A pictorial booklet is yours for the asking. Just mail the coupon.

NORTHERN PACIFIC RAILWAY



E. E. Nelson,
385 Northern Pacific Railway, St. Paul, Minn.
Please send me booklet on Red Lodge
Gateway to Yellowstone.

Name _____
Address _____
City _____ State _____

Route of the Air-Conditioned
NORTH COAST LIMITED

DU PONT PAINTS
for
EVERY PURPOSE
in Home and Industry

SOMETHING
CAN BE DONE ABOUT IT



Yesterday this fender was a sick looking specimen after an encounter with an unfriendly truck.



Today it has rounded into shape again and is getting back its color, thanks to the skill of an automobile refinisher.



This sign tells where you can find men who can repair and touch-up or repaint damaged cars quickly—and probably at less cost than you think. Their names are listed under the "Duco-Dulux" sign in the "Automobile Painters" section of your Classified Telephone Directory.



Paints..Varnishes
Enamels..Lacquers
DU CO-DULUX
REG. U. S. PAT. OFF. REG. U. S. PAT. OFF.

VAT 69

BLENDED SCOTCH WHISKY



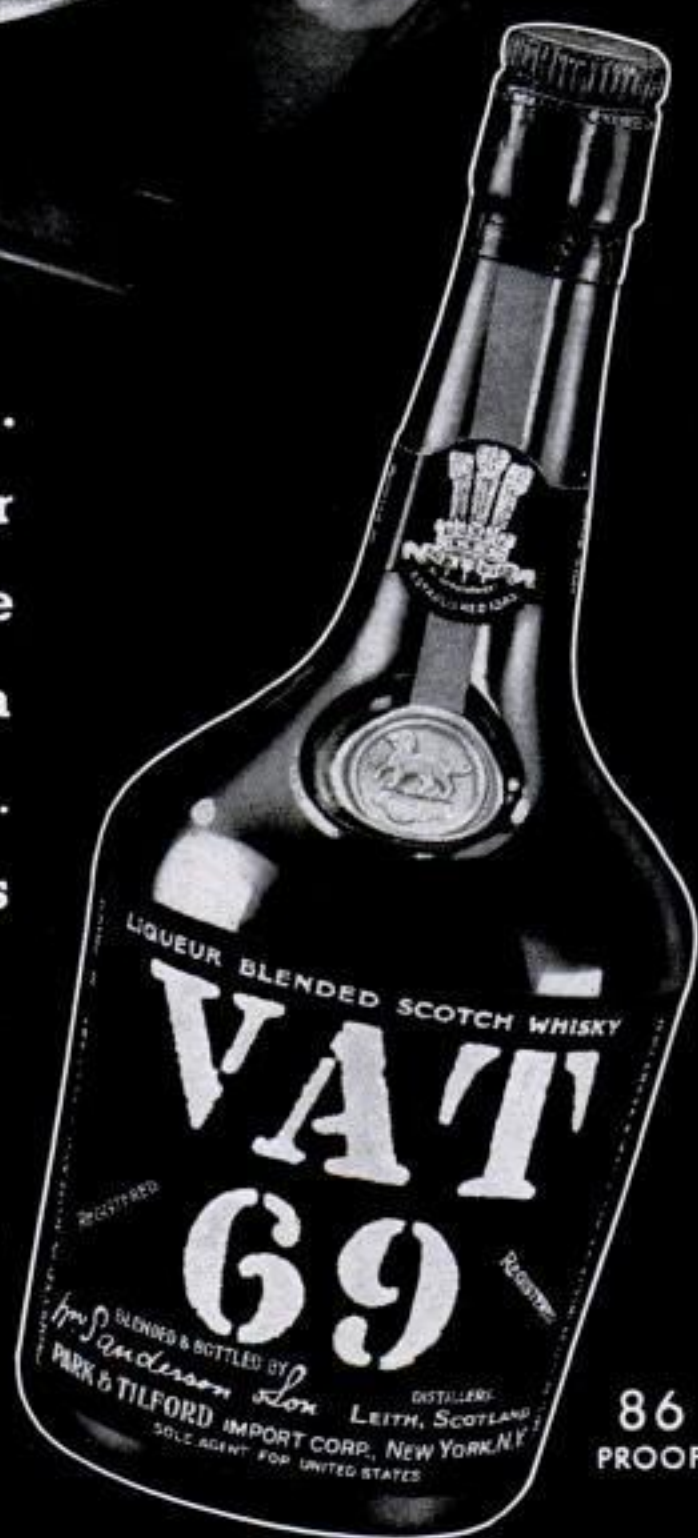
BY APPOINTMENT



BETTER TASTE...

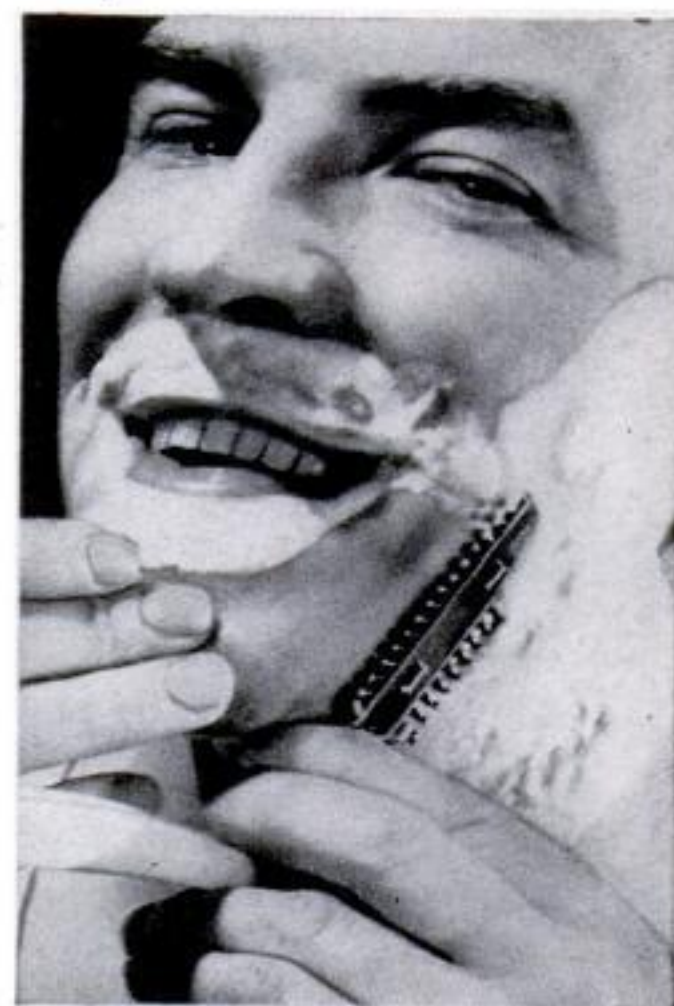
In smart clubs or hotels, where the better things are a matter of course... there, of course, it's

"Vat 69, please!"



Imported Exclusively by
PARK & TILFORD Import Corp., New York, N.Y.

THE BARBER'S
"STRAIGHT-EDGE"
NOW IN A
SAFETY RAZOR



Enjoy the luxury
of a barber's shave
Every Morning!

BARBERS the world over use straight-edge razors because of their balance and "hollow-ground" blades. Now you get the very same shave every morning with a Durham Duplex Razor!

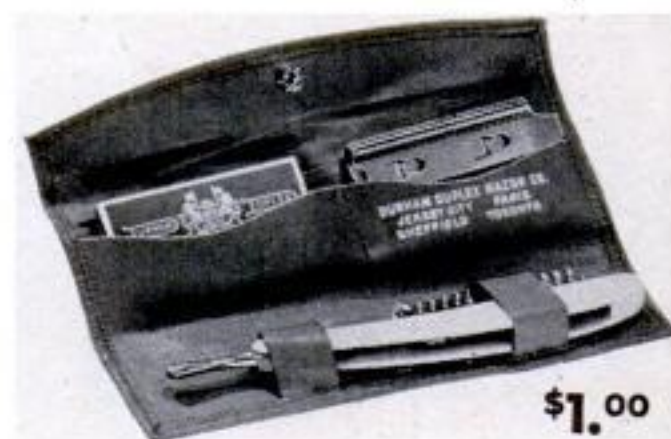
Designed like a "straight-edge"—the Durham Duplex has the same exquisitely balanced shape and weight. Its heavy "hollow-ground" blade of Swedish steel lies flat on the face—yet is protected from nicking or scraping by a safety guard.

Only a Durham Duplex Razor allows you to shave safely with long, smooth strokes. Off come the toughest whiskers closely, cleanly, without irritation.

Get a Durham Duplex today. On sale at dealers everywhere or direct from us.

Complete Durham Duplex Outfit: Durham Duplex Razor, 6 "Hollow-ground" Blades, special Stropping Attachment, in red leather traveling case... \$1. Ask your dealer for this and other Durham Duplex models.

DURHAM DUPLEX RAZOR CO.
Jersey City, N. J.



PICTURES TO THE EDITORS

Trick Exposed

Sirs:

Innumerable people have asked me to explain the series of pictures that appeared in the Dec. 7 issue of *LIFE* under the head: "Trick of the Paris Season." They showed, as you remember, a man swallowing another

man's head. I am sure that many of your readers would be very much interested in knowing just how the trick was done. I am, therefore, enclosing a series of pictures entitled "U. S. Girls Expose Paris Trick!" which I hope will serve as explanation.

RALPH FORNEY

Ogden, Utah.



Horse Bites Pachyderm

Sirs:

Common is the expression "don't bite the hand that feeds you" but when McDougall, blasé circus horse with Al G. Barnes, bites the elephant's tail (right)—well, that ought to make *LIFE* more interesting.

BLUMENTHAL-PHILLIPS

Los Angeles, Calif.



Impatient Anglers

Sirs:

A cold night with snow on the ground marked the opening of the trout season in upstate New York. Impatiently waiting for the approach of midnight, April 3, when fishing would become legal, is this group of anglers in Spring Creek—less than 500 ft. from the state hatchery at Caledonia. By the light of their auto-

mobile head lamps some anglers baited their hooks; others used flashlights. Most of them spurned the more high-brow wet and dry flies. They used angleworms. So thick were the fishermen that a trout would have had a tough time to get through the line-up.

CLAUDE A. BROWN

Rochester *Times-Union*
Rochester, N. Y.



PARIS Suspenders



with "FREE-SWING" backs



... can't *skid*
off your shoulders

"Free-Swing" Suspenders will do anything but *skid*, move any way but *off*, give everything but *up*! . . . cut loose with all you've got, but that double swivel action between the shoulder blades will never lose control — it's there for keeps and it's there for comfort, flexing with every movement of the body, but always hewing to the line.



NO SKID NO STRAIN NO PULL

... and no equal for fit, freedom and flexibility.

Get several pairs . . . one to a suit . . . Paris provides plenty of patterns . . . \$1 and up.



The "Free-Swing" Leather Link Swivel Action Back (Patented)

Swing to "FREE-SWING" Suspenders by Paris!

As fine as PARIS Garters

A. Stein & Company
CHICAGO • NEW YORK • TORONTO

PICTURES TO THE EDITORS

(continued)



Youngest Amish

Sirs:

In the Amish layout in your issue of April 5, I was sorry to see that you neglected the youngest generation of these picturesque Pennsylvania Dutch, who look all the more cunning and lugubrious in their old fashioned hats. I snapped this brother-and-sister act (above) in Ephrata, Pa., which is a sort of Amish "capital." The signpost (right), in the same city, is an eloquent commentary on Pennsylvania Dutch thrift.

PEGGY O'BRIEN

New York, N. Y.



Strenuous Roosevelt

Sirs:

Col. Theodore Roosevelt returned from England on our ship last voyage, and I have been fortunate enough to get him in action playing medicine ball on the sun deck.

JOHN PELLICAN

Photographer

S. S. Washington

Col. Roosevelt is not just playing medicine ball. He is playing deck tennis with a medicine ball. The ball weighs seven pounds. Energetic Col. Roosevelt, who is 49 and believes in what his father called "The Strenuous Life," also ran three miles around the deck every day of the voyage.—ED.

PARIS
BORDEAUX
DIJON
Cruse
CHATEAU
PONTET CANET
BOTTLED BY THE PROPRIETOR
ONLY WHEN
IT BEARS THE CRESCENT OF
CRUSE
BORDEAUX WINES
and BURGUNDIES

IT IS SMART TO SERVE
CLICQUOT
CHAMPAGNES
AGENTS, THE JOS. GARNEAU CO., INC., N. Y. C.

**CAMERA BOOK
FREE!**
Explains latest
inventions, meth-
ods in photog-
raphy and Home
Movie Making
for fun and profit.
Offers hundreds
of amazing, money-
saving Bargains in still
and movie Cam-
eras, Lenses,
Films, etc. We
take your old
camera and
equipment
in trade!
Satisfaction
guaranteed.
WRITE!
CENTRAL CAMERA CO.
(EST. 1899) 230 S. Wabash, Dept. LF-4, CHICAGO

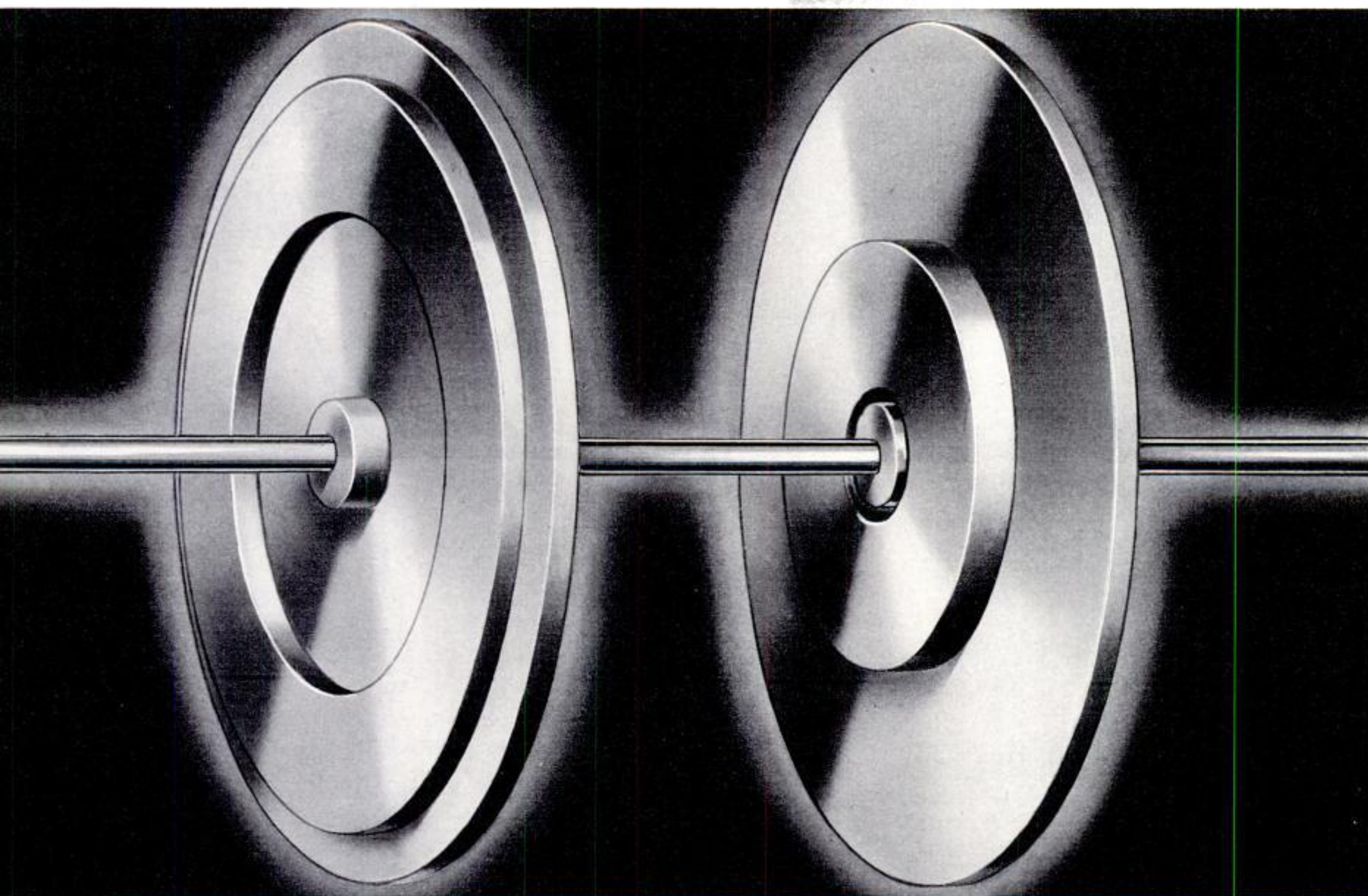
**SOUTHERN
COMFORT**
100 PROOF
The Grand Old Drink
of the South
Write for Recipe Booklet
MIDLAND DISTILLERIES, INC., 314 MARKET ST., ST. LOUIS, MO.

NO JOKE TO BE DEAF
Mr. Way made himself hear his
watch tick with his Artificial Ear
Drums, after being deaf for twenty-five
years. He wore them day and night.
They stopped his head noises. They are in-
visible and comfortable. No unsightly
wires or batteries.
Write for TRUE
STORY. Also booklet
on Deafness. FREE.
THE WAY CO., 732 McKerchey Bldg., Detroit, Mich.

SPEED-O-COPY
THE SCIENTIFICALLY DESIGNED,
PRECISION-BUILT GROUND-
GLASS ATTACHMENT FOR...
LEICA & CONTAX
SEND POSTAL TODAY FOR FOLDER
D. PAUL SHULL, DEPT. L,
240 S. Union Ave., Los Angeles, Cal.

GRAFLEX
It's a safe bet that most of the best pic-
tures in any issue of "Life" were taken with
Graflex and Graphic American-made
Prize-Winning Cameras. Send for FREE
catalog, Dept. L-7, Folmer Graflex Corpo-
ration, Rochester, N. Y., U.S.A.
PRIZE-WINNING CAMERAS

AN ENTIRELY NEW PRINCIPLE OF GOLF BALL CONSTRUCTION



If you spin these two wheels of equal weight with equal force, the one at the left will spin longer because of weight placement away from center. The same principle—weight placement away from the center—accounts for the greater roto-action of the New Hol-Hi K-28.

Roto-Active FLY-WHEEL ACTION **HOL-HI K-28**

● Here is a new epoch making achievement that gives you an exactness of control never before obtainable in a golf ball. It is the same principle which stabilizes the course of the ocean greyhound through stormy seas. This principle is fly-wheel action. It is gained by weight placement away from the center.

If you were to spin, at the same speed, two fly-wheels like those illustrated, the one at the left would spin longer, because weight is away from the center. Wilson is able to distribute weight away from the center of the New Hol-Hi K-28. The result is amazing controllability in the scoring zone*. The ball rolls truer, longer, on pitch and run shots. And when you want to stop 'em dead, it's easier to put on the back-spin that bites in and holds.

When you drive the New Hol-Hi K-28, the greater yardage that is in this ball, gives confidence and eliminates any tendency to press. This naturally encourages concentration on direction. For your game's sake, try the New Hol-Hi K-28.

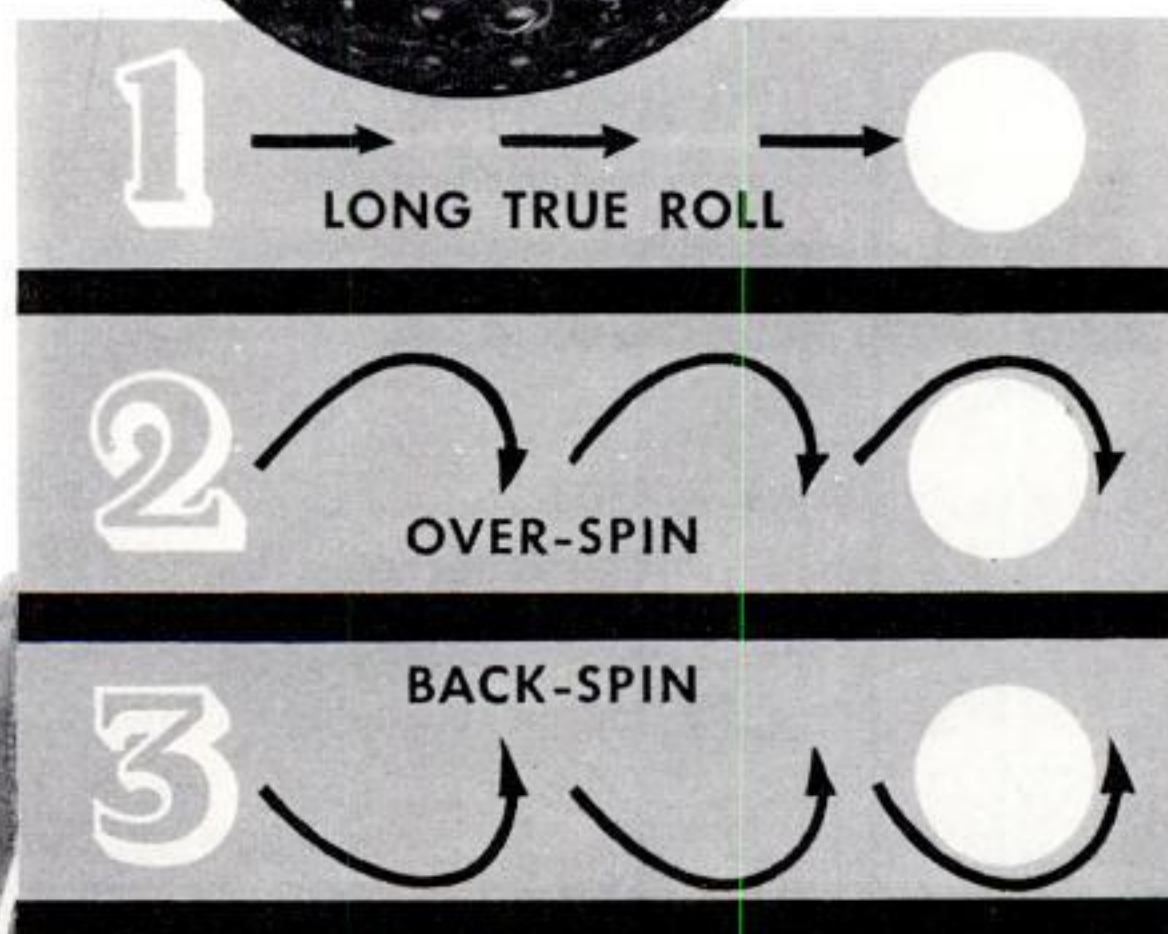
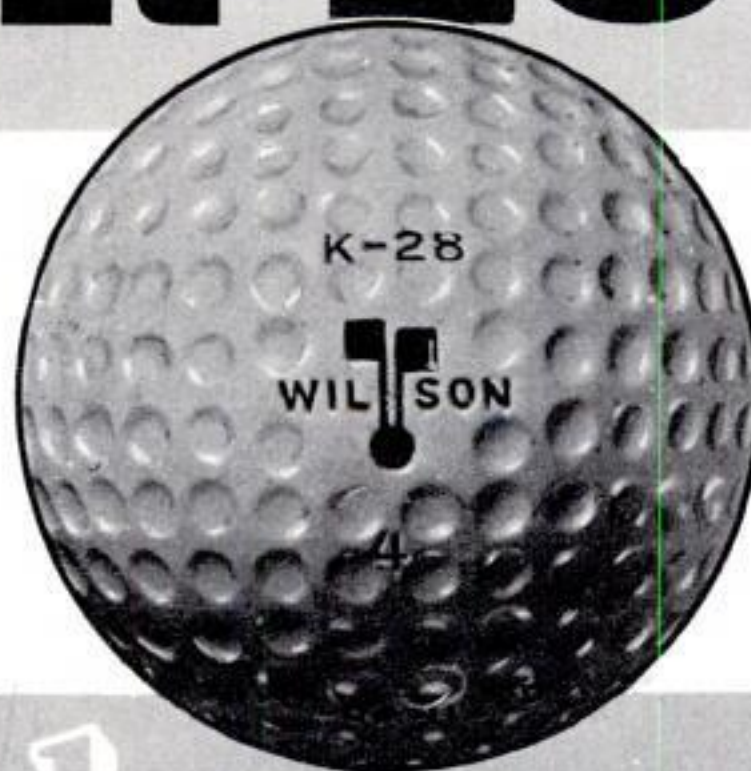
- 1 Fly-wheel momentum makes the New Hol-Hi K-28 roll truer—more free from wobble or wavering in putting.
- 2 Fly-wheel momentum of the New Hol-Hi K-28 gives longer, continued direction—holding over-spin on pitch and run shots.
- 3 Fly-wheel momentum of the New Hol-Hi K-28 makes it possible to put more ground-biting, green-holding back-spin on approach shots to greens.

"It pays to play"

Wilson
GOLF EQUIPMENT

By this mark you shall  know fine golf equipment

WILSON SPORTING GOODS CO.
CHICAGO, NEW YORK AND OTHER LEADING CITIES



Players mentioned are retained on Wilson's advisory staff

*Scoring Zone

—that vital area extending 125 yards out from the pin. It's the place where birdies are made, and championships won.



HERE'S DENNY SHUTE IN ACTION. At Pinehurst, Denny Shute, shooting a mystery ball, won the professional crown—the P. G. A. Championship. This mystery ball proved to be the New Hol-Hi K-28, the ball that has rocked the golfing world.



RALPH GULDAHL SPLITS THE PIN. In winning the Augusta Open Tournament, Ralph Guldahl's spectacular performance focused attention on the ball he used. Yes, you're right! It was the New Hol-Hi K-28, the only ball with the roto-active core.



JIMMY HINES MAKES IT UNANIMOUS. In that same Augusta Open Tournament, Denny Shute, winner of the Pinehurst P. G. A., and Jimmy Hines tied for second and third. That made it a 1-2-3 scoop for the New Hol-Hi K-28, the only golf ball that offers fly-wheel action. And then with the win and a place in the Miami Biltmore, Ralph Guldahl and Denny Shute again proved the consistently great performance of the New Hol-Hi K-28.



WHERE GREAT BRITAIN'S KING WILL BE CROWNED . . .



WESTMINSTER ABBEY ...heated by Williams Oil-O-Matic

If Coronation Day dawns bleak and raw—as do so many May days in London—of one thing may King George be assured: within historic old Westminster Abbey, there will be no discomfort. The kings and princes, the nobles and their ladies, the soldiers and statesmen from every corner of the world, will find the ancient abbey as snug and comfortable as the most modern American home. For Westminster Abbey is heated by Williams Oil-O-Matic!

That is a significant fact. Significant because with all the heating units in the world to choose from . . . with price surely no object . . . Williams Oil-O-Matic was selected for Great Britain's most renowned shrine.

Yet it is understandable. Blue blooded Europeans demand clean, even, quiet, economical heat as surely as do the most red blooded Americans. And Oil-O-Matic had proved itself the world's finest heating unit. With the health and comfort of its monarchs to protect, surely Great Britain chose wisely and well. More than 200,000 satisfied American home owners will attest to that!

yet . . . today even the humblest American home can enjoy the unparalleled advantages of **WILLIAMS OIL HEAT**



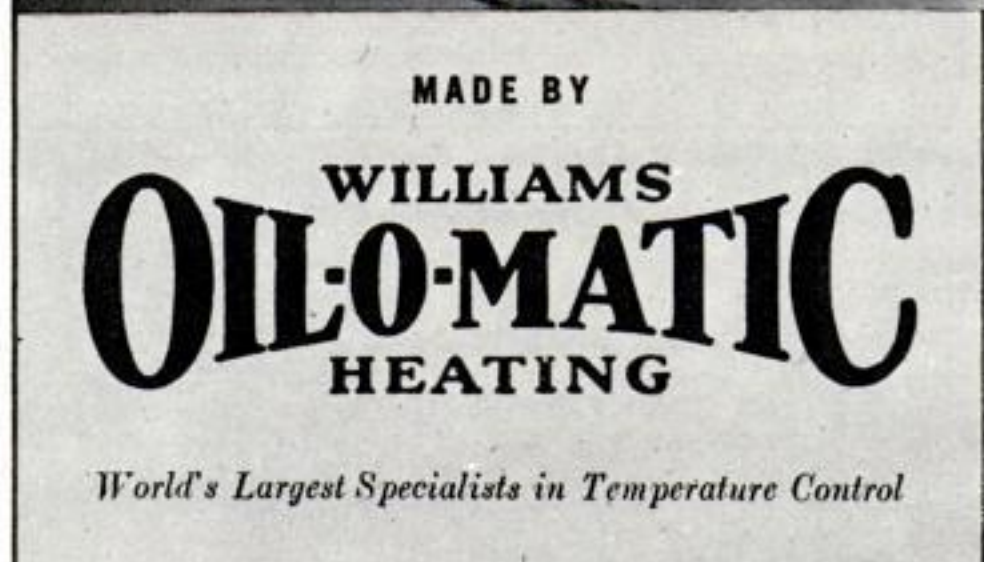
The amazingly low priced Williams Oil Burner (pictured to the left), recently developed by Williams Oil-O-Matic, ends for all time such drudgeries as coal shoveling, ash hauling, grate shaking. And changes the old, coal-dust-filled basement to another clean and delightful room.

No longer need oil heat be denied the family with only a small income. The new Williams Oil Burner, is selling at a new and unbelievably low price . . . can be paid for in easy installments over a period of three years. Included in the price are an inside fuel storage tank and a combustion chamber built to fit your heating needs. It is a truly astonishing bargain.



Above is a typical, small American home, formerly heated with coal. Thanks to the low price of the Williams Oil Burner, its owner today enjoys and easily affords Williams Oil Heat.

For Full Particulars, write
WILLIAMS OIL-O-MATIC HEATING CORPORATION, DEPT. 374, BLOOMINGTON, ILL.



See It! The Sensational New
WILLIAMS OIL BURNER
selling at the lowest price in history!

SEE THE COMPLETE WILLIAMS OIL-O-MATIC LINE AT YOUR OIL-O-MATIC DEALER'S



FOR DISTINGUISHED SERVICE

TO THE AMERICAN PUBLIC

American travelers have again singled out Chesapeake and Ohio for a special claim to fame! Its contribution to the world of travel—*Sleep Like a Kitten and Arrive Fresh as a Daisy*—was duly recognized as an outstanding achievement. Now, its extraordinary record of friendly service has won a new honor... unanimous recognition as "The Railroad with a Heart." Thank you, America.

THE GEORGE WASHINGTON • THE SPORTSMAN • THE F. F. V.

The finest fleet of genuinely air-conditioned trains in the world.



George Washington's Railroad
CHESAPEAKE and OHIO
Lines

Original Predecessor Company Founded by George Washington in 1785

"A-L-L A-B-O-A-R-D The George Washington!" ST. LOUIS—Union Station; CHICAGO—12th Street Central Station; INDIANAPOLIS—Union Station; LOUISVILLE—Central Station; CINCINNATI—Union Terminal; WASHINGTON—Union Station; PHILADELPHIA—Pennsylvania R. R. Stations; NEW YORK—Pennsylvania Station.

ALL HONOR

TO A GREAT ATHLETE
LARRUPING

LOU GEHRIG

OF THE WORLD'S CHAMPION NEW YORK YANKEES



X MARKS THE SPOT where once there was a thick juicy steak smothered in mushrooms—Lou's favorite dish. Gehrig is a big man—6 ft. 1 in. tall—weighs 210 pounds. And he has a big man's appetite. Lou eats what he wants and isn't bashful about coming back for "seconds." So for smoking Camels at mealtime and afterward, you have Lou's own words: "I've found that smoking Camels and eating go together naturally." Choose Camels for your cigarette and see how they help to ease tension, paving the way to good digestion. What happens is this: Smoking Camels at mealtime and afterward speeds up the flow of digestive fluids. Alkalinity also is increased. Thus Camels give you a delightful sense of well-being... they set you right! Smokers find that they can enjoy Camels steadily—between meals as well as at meals—and that Camels never get on their nerves or tire their taste. So make it Camels—they are so mild.

LOU GEHRIG HOLDS MORE RECORDS than any other player in the game today. Here are a few for any four-game World Series: most runs batted in (9); most home-runs (4); most bases on balls (6). He has knocked 4 home-runs in one game—scored 100 or more runs and batted in 100 or more runs for 11 consecutive seasons.

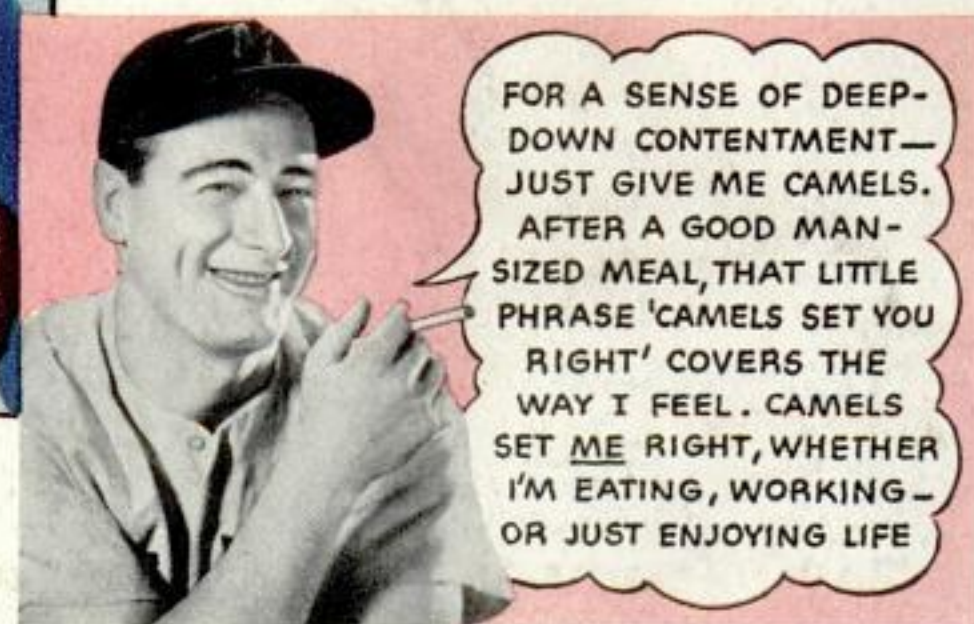
HOME-RUN KING! Gehrig (a regular Camel smoker) has an average of 38 home-runs per season. In 1931, Gehrig shared the crown as the American League's home-run king; in 1934 and 1936, stood at the top alone. Gehrig's follow-through is shown above. It takes healthy nerves to connect, and, as Lou says: "Camels don't get on my nerves."



BASEBALL'S "IRON-MAN"! When Lou steps out on the field, to play his first game of the 1937 season—he'll be playing his 1,809th consecutive game—a record unparalleled in the annals of baseball. Injuries never stopped Gehrig. Once he chipped a bone in his foot—yet knocked out a homer, two doubles, and a single next day. Another time, he was knocked out by a "bean ball," yet next day walloped 3 triples in 5 innings. Gehrig's "Iron-Man" record is proof of his splendid physical condition. As Lou says: "All the years I've been playing, I've been careful about my physical condition. Smoke? I smoke and enjoy it. My cigarette is Camel."



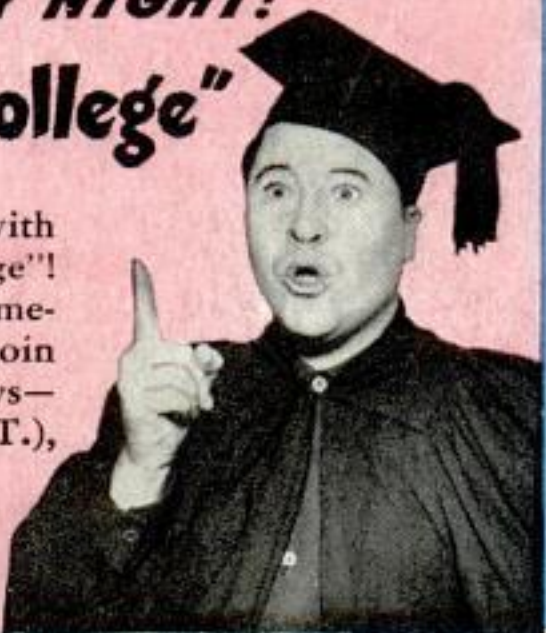
HERE'S LOU'S FAVORITE BAT and his favorite first baseman's mitt. His bat is especially made. He wears out two mitts a season. You can imagine the knocks he absorbs doing it. Last year, with 1,377 put-outs, his brilliant play at first base was only 6/1000ths short of PERFECT.



"ANOTHER BIG REASON why I prefer Camels,"—continues Lou, (above)—"is that I get a 'lift' with a Camel!" Enjoy Camels freely—for that refreshing "lift" in energy—and for digestion's sake! Camels are mild—smooth and friendly to the throat.

EVERY TUESDAY NIGHT!
"Jack Oakie's College"

A gala fun-and-music show with Jack Oakie running the "college"! Catchy music! Hollywood comedians and singing stars! Join Jack Oakie's College. Tuesdays—8:30 pm E.S.T. (9:30 pm E.D.S.T.), 7:30 pm C.S.T., 6:30 pm M.S.T., 5:30 pm P.S.T., WABC-CBS Network.



COSTLIER
TOBACCOS

Camels are made from finer, MORE EXPENSIVE TOBACCOS... Turkish and Domestic... than any other popular brand.



FOR
DIGESTION'S SAKE
SMOKE
CAMELS